CONSUMER ATTITUDE
AND BEHAVIOR STUDY

Attitudes Toward Nutrition in Restaurants: Assessing the Market

The Research Department
National Restaurant Association

ATTITUDES TOWARD
NUTRITION IN RESTAURANTS:
ASSESSING THE MARKET

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I. BACKGROUND AND OBJECTIVES

In 1986, the National Restaurant Association conducted a nationwide survey to assess consumer awareness of and attitudes toward health and nutrition concerns. The purpose of the study was to determine how these attitudes influenced the choice of restaurants and foods eaten away from home. The results were used to identify consumer segments with respect to their attitudes, behavior, size, and demographic composition.

The 1989 Consumer Health and Nutrition Survey was conducted to determine whether or not consumer attitudes had changed and, if so, what types of changes occurred. For example, have Americans become more conscious of health and nutrition? What issues are more important to the consumer today? Do concerns about health and nutrition influence the choice of restaurants and foods eaten away from home? How well are restaurants meeting consumers' nutritional needs?

A secondary objective was to refine the segmentation methodology used in 1986. Could the methodology used in 1986 be improved? What types of segmentation would be appropriate today? Have these groups changed in terms of their size and demographic composition? What could the segmentation tell us about consumer restaurant choices and menu item selections?

II. SAMPLE AND METHODOLOGY

To insure comparability between the 1986 and 1989 surveys, the data collection materials and procedures developed in 1986 were used in 1989 with only minor modifications.

For both surveys, respondents were interviewed on the telephone. In February and March 1986, 813 interviews were completed; in September and October 1989, 799 interviews were completed. During both periods, households were randomly selected using random digit dial techniques. Once a household was contacted, a respondent was randomly selected from all household members 18 years of age and older. These procedures enabled the results to be projected to the total U.S. adult population during both survey periods.

The questionnaire developed in 1986 was used as a basis for the 1989 questionnaire. Many of the questions remained unchanged. However, some new questions were added to the questionnaire and others deleted. Both questionnaires are included as appendices to this report.

Some significant changes were made, however, to the segmentation methodology. In 1986, responses to self-descriptive statements were used to assign respondents to consumer groups. In 1989, multivariate statistical techniques (e.g., factor analysis, cluster analysis, and discriminant analysis) were used to identify consumer groups. To insure comparability between 1986 and 1989, the 1986 data was re-analyzed using the procedures developed to segment the 1989 data.

The change in segmentation methodology was made for several reasons. First, in addition to the self-descriptive statements, the new methodology took into account responses to other questions in the questionnaire. Classification of respondents could, therefore, be made based on a broader base of information. Next, the new procedures allowed a model to be built that can be used in future surveys to categorize respondents. Finally, in 1986 the data processing resources were not available to permit this type of analysis within a reasonable time frame. A detailed discussion of the technical procedures used to classify respondents is included as an appendix to this report.

Data analysis assistance was provided by Hughes Research Corporation of Rockville, Maryland. Data processing was conducted by Sophisticated Data Research, Inc. of Atlanta, Georgia.

SECTION III

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Attitudes Toward Nutrition in Restaurants: Assessing the Market

- On health and nutrition issues, the adult American population can be divided into three distinct groups: 1) Unconcerned Patrons; 2) Committed Patrons; 3) Vacillating Patrons. The attitudes and behavior of individuals in each of these groups differs dramatically.
- **Unconcerned Patrons** are not generally concerned about nutrition and health. They describe themselves as "meat and potato" eaters and eat whatever they want. Their behavior is consistent with their attitudes.
- **Committed Patrons** believe that a good diet plays a role in the prevention of illness; and when they eat out, their dining behavior is generally consistent with their commitment to good nutrition.
- **Vacillating Patrons** are concerned about nutrition and health, but they are taste and occasion driven when it comes to eating out.
- The percentage of consumers who choose nutritious items when ordering in restaurants is on the increase, while the percentage of those who are unconcerned about nutrition in restaurants is declining.
- Survey results indicate that restaurants should continue to add to the existing menu alternatives that conform with dietary guidelines for good health.
- Committed Patrons accounted for 39 percent of the U.S. adult population in 1989, up from 35 percent in 1986. Unconcerned Patrons experienced a decline between 1986 and 1989, accounting for 38 percent and 32 percent of the adult population, respectively. Vacillating Patrons increased slightly, advancing from 27 percent of the adult population in 1986 to 29 percent in 1989.
- The proportion of eating occasions Unconcerned and Committed

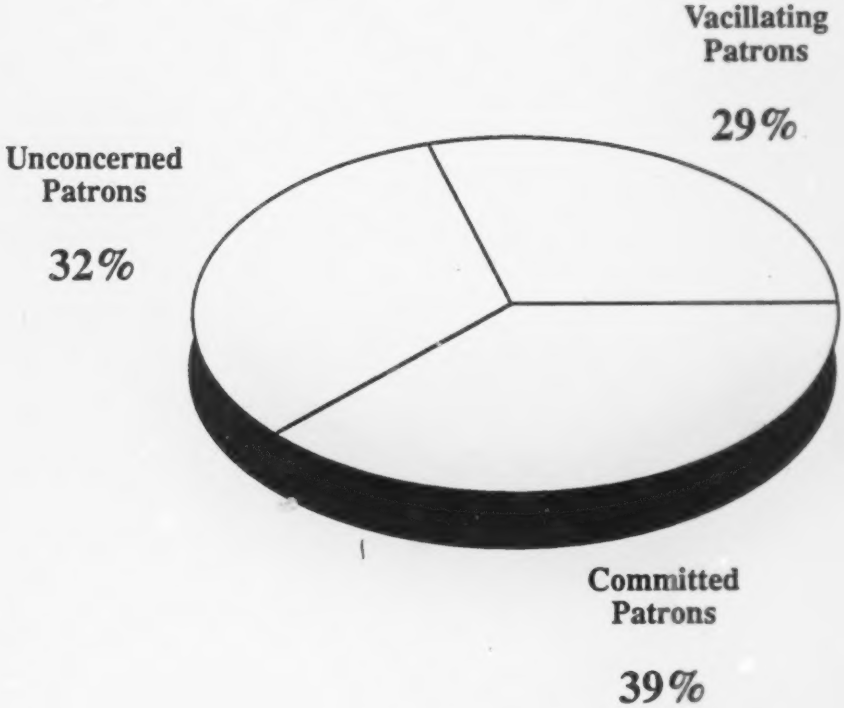
Patrons represent is not equal to their proportion of the U.S. adult population. While Unconcerned Patrons represent 32 percent of the population, they account for a higher 39 percent of total eating occasions. Conversely, Committed Patrons represent 39 percent of the population but a lower 32 percent of the total eating occasion.

- Unconcerned Patrons are likely to be males, 18 to 24 years old, single, average income earners and living in the Midwest. When dining in restaurants, they are more likely than average to order rich desserts, steak or roast beef, regular soft drinks, fried fish and premium ice cream.
- Committed Patrons are likely to be females, 35 to 54 years old, college graduates, high income earners, and living in the Northeast or on the West Coast. In restaurants, they are likely to order raw vegetable appetizers, vegetables with lemon and herbs, poultry without skin, broiled or baked fish, whole grain muffins, fresh fruit and low fat yogurt.
- Vacillating Patrons are slightly more likely to be female, and more likely to be older - 65 and over - and widowed, separated or divorced. Income tends to be under $30,000 and they are likely to live in the Southeastern and Southwestern states. Since taste and occasion govern their menu choices, the foods they are likely to order are inconsistent in terms of nutrition: rich desserts, lean meat, food cooked without salt, steak and roast beef, regular soft drinks, caffeine-free coffee and premium ice cream.
- Over nine out of every 10 adults feel that they are at least somewhat informed about issues related to health and nutrition.
- Almost nine out of 10 Americans agree that good diet and nutrition play a role in the prevention of serious illness such as heart disease and cancer.
- At least one out of every four adults has taken some action to restrict their diets. The most popular action was

dieting to lose weight, followed by dieting to maintain weight.

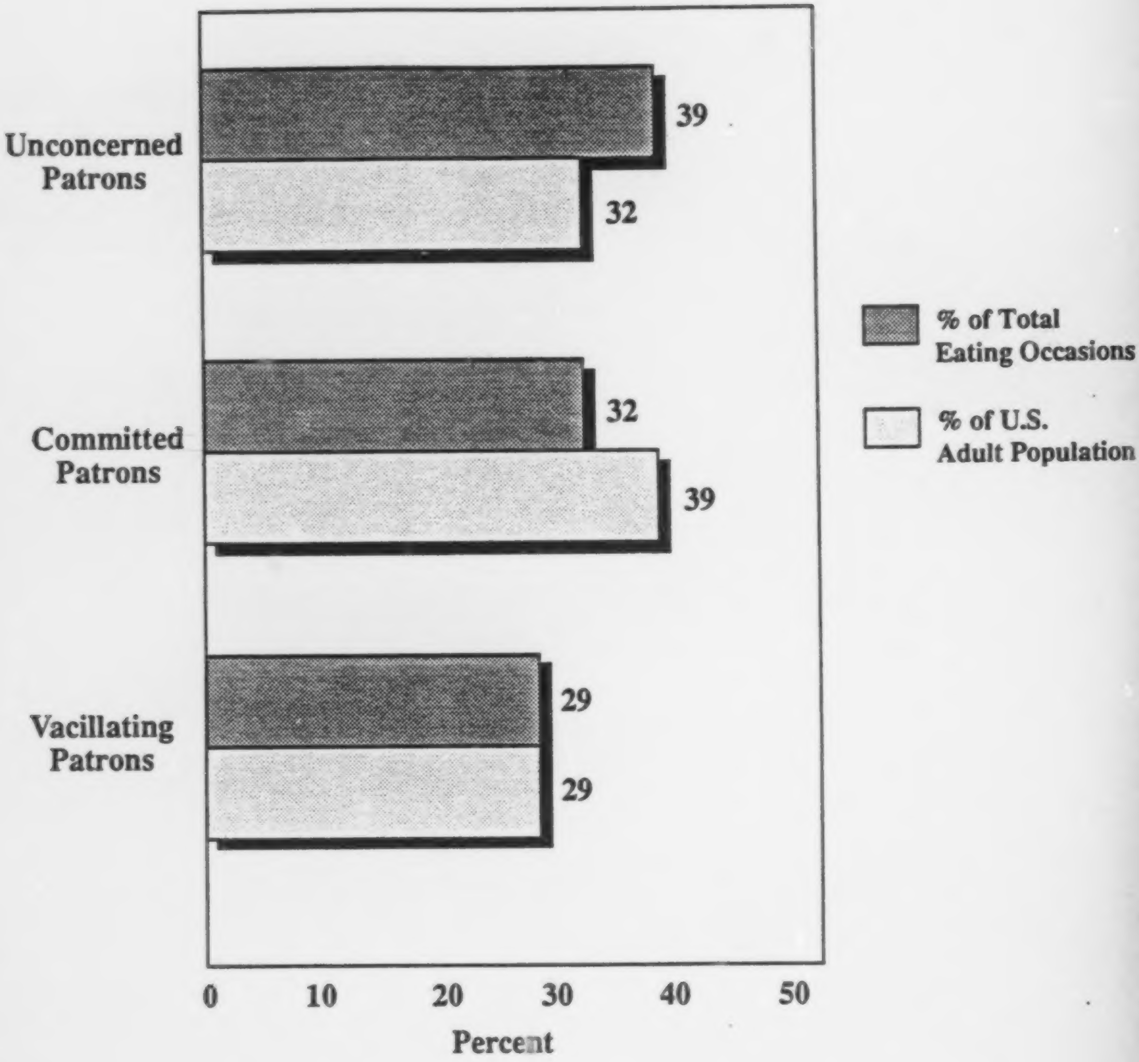
- More than one out of three consumers was restricting their diet to control their blood cholesterol while one out of four was restricting their diet to control high blood pressure.
- Seven out of 10 adults report they are restricting their use of foods high in fat and controlling their salt intake while over six out of 10 indicate that they are controlling their intake of sugar and foods high in cholesterol.
- Eight out of 10 Americans agree that being in peak physical condition is important and consider regular exercise to be vital to their health.
- More than half of adult Americans report that they often skip at least one meal each day.
- Women are much more likely to agree that they pay attention to the nutritional content of the food they eat than men.
- When consumers think about the way restaurants prepare meat, fish and poultry, broiling is the most preferred method, followed by grilling and frying.
- Forty percent of adults agree that they look for low-fat foods when they eat out.
- Almost half of Americans report they have been to a restaurant or fast food place that offers light and healthy items, low calorie meals or foods specially prepared with restrictive diet needs in mind.
- Almost three out of five adults agree that when they eat out, they eat foods that are different from the foods they eat at home.
- Over two out of five Americans wish that more restaurants in their area offered menu items cooked without salt.
- Over half of adults agree that they are less concerned about the nutritional value of the food they eat when dining out for a special occasion.
- Half of adults make a point of ordering foods that are nutritious when eating out.

Consumer Groups



U.S. Adult Population

Eating Out Behavior



SECTION IV

SEGMENTATION

The National Restaurant Association questionnaire to assess consumer attitudes toward nutrition in restaurants contained a series of behavior and attitudinal statements. (Refer to appendix for a copy of the questionnaire.) Respondents were asked the degree to which they agreed or disagreed with each of 24 statements. For example, consumers were read a number of statements to gauge their eating out habits, such as whether they look for low fat foods when eating out, whether they wish more restaurants offered menu items cooked without salt, and whether they are less concerned about nutrition when dining out for a special occasion.

The survey also included a list of seven self-descriptive statements which respondents were asked how well each one described their eating behavior. For example, consumers indicated how completely statements such as "You're a 'meat and potatoes' person" and "You pay attention to the nutritional content of the food you eat" described their dining behavior.

Using this information, respondents were clustered or grouped together so as to provide the greatest amount of group similarities and between group differences (Refer to the appendix for a more detailed explanation of this methodology.) These procedures revealed three distinct consumer segments:

1. Unconcerned Patrons
2. Committed Patrons
3. Vacillating Patrons

This is one of the survey's most important findings.

First, there are the Unconcerned Patrons who tend to describe themselves as "meat and potato" eaters and eat whatever they want. Their eating behavior is consistent with their attitudes. A second group can be identified as Committed Patrons. These individuals believe that good diet plays a role in the prevention of illness and, when they eat out, their dining behavior is generally consistent with their commitment to good nutrition. The third group can be labeled Vacillating Patrons. These consumers are concerned about nutrition and health, but they are taste and occasion driven when it comes to eating out.

Table 1 summarizes the characteristics of these three health and nutrition consumer groups, with a detailed discussion of each group following.

Table 1

Characteristics of Health and Nutrition Consumer Groups

1989

	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Percent of U.S. adult population	32%	39%	29%
Percent of total eating out occasions	39	32	29
Demographic characteristics[1]	Men; 18 to 24 years old; average income; single/never married; work full time; high school education; live in urban areas; East North Central, West North Central, & Mountain states	Women; 35 to 54 years old; higher than average income; married; work part time; college graduate; live in suburban areas; New England & Pacific states	Women; 65 & years old and older; below average income; widowed or separated/divorced; do not work; high school education; live in rural areas; West South Central, East South Central, & South Atlantic states
Behavioral characteristics[1]	Patronize fast food restaurants; do not diet or exercise; do not restrict use of salt, additives, sugar, fat & cholesterol; drink alcoholic beverages; do not consume foods high in fiber, calcium & starch	Patronize moderately priced & fine dining restaurants; do diet & exercise; restrict use of salt, additives, sugar, fat & cholesterol; consume foods high in fiber, calcium & starch	Patronize fast food & fine dining establishments; diet to control blood cholesterol & pressure; average in their attempts to restrict use of salt, additives, sugar, fat & cholesterol; do not drink alcoholic beverages; consume foods high in calcium & starch
Foods likely to order in restaurants[2]	Steak or roast beef; fried chicken or fish; regular soft drink; premium ice cream; rich, gooey or chocolate desserts	Broiled or baked seafood; poultry w/o skin; raw vegetable, appetizers; fresh fruit; vegetables seasoned w/ only herbs or lemon juice; whole grain muffins; low fat frozen yogurt	Lean meats; steak or roast beef; broiled or baked seafood; fried chicken or fish; food cooked w/o salt; regular soft drink; caffeine-free coffee; premium ice cream; rich, gooey or chocolate desserts

[1] Members of all three groups come from all demographic and behavior segments. The characteristics presented here represent those where a greater proportion than average occurs.

[2] Members of all groups are likely to order any of the foods covered by the survey. The ones presented here represent those foods where an above average proportion of group members were likely to order.

Attitudinal Predictors of Group Membership

Twenty-four (24) attitudinal statements were included in the 1989 survey. All but three were also included in the 1986 survey. In both years, respondents were asked how strongly they agreed or disagreed with each using a scale of 1 to 5.

Responses to these attitudinal statements play an important role in defining the groups. Four of these statements, related to restaurant behavior and foods eaten away from home, are among the 10 strongest predictors of group membership. They are:

> "You look for low fat foods when you eat out,"
> "You wish that more restaurants in your area offered menu items cooked without salt,"
> "When eating out for a special occasion you are less concerned about the nutritional content of the food you eat," and
> "You make a point of ordering foods that are nutritious when eating out."

Other attitudinal statements included in the ten strongest predictors of group membership are:

> "Good diet and nutrition play a role in the prevention of serious illness, such as heart disease and cancer,"
> "Foods that are good for you usually don't taste good,"
> "You are tired of hearing about what's good and bad for you when it comes to food," and
> "You prefer broiled foods to fried foods."

Responses to these statements are summarized in Table 2.

Table 2

Mean Response to Attitudinal Predictors of Group Membership

Agreement with:	Unconcerned Patron	Committed Patron	Vacillating Patron
"You look for low fat foods when you eat out"	1.9 (Low)	3.7 (High)	3.3 (Medium)
"You wish that more restaurants in your area offered menu items cooked without salt"	2.1 (Low)	3.9 (High)	3.6 (Medium)
"You make a point of ordering foods that are nutritious when eating out"	2.4 (Low)	4.0 (High)	3.8 (Medium)
"When eating out for a special occasion, you are less concerned about the nutritional content of the food you eat"	3.4 (Medium)	2.8 (Low)	3.8 (High)
"Good diet and nutrition play a role in the prevention of serious illness"	3.9 (Low)	4.9 (High)	4.8 (Medium)
"Foods that are good for you usually don't taste good"	2.4 (Medium)	1.8 (Low)	2.9 (High)
"You are tired of hearing what is good for you when it comes to food"	3.3 (Medium)	2.4 (Low)	3.6 (High)
"You prefer broiled foods to fried foods"	3.0 (Low)	4.5 (High)	4.4 (Medium)

Beginning with the statement "You look for low fat foods when you eat out," it is apparent how the groups differ. On a scale from 1 to 5, Unconcerned Patrons disagreed with this statement with a mean or average rating of 1.9. At the other extreme, Committed Patrons agreed with the statement with an average or mean rating of 3.7. The Vacillating Patrons' rating was between the Unconcerned and Committed Patrons ratings with a mean score of 3.3.

Reviewing the responses to the remaining statements, a similar pattern emerges. The Unconcerned Patron is at the low end or middle of a health and nutrition conscious continuum. The Committed Patron is at the high end of this continuum. The Vacillating Patron is sometimes more closely aligned with the Unconcerned Patron and at other times more closely aligned with the Committed Patron.

The table contains additional notation: (Low), (Medium), and (High). In addition to labeling each group's response as either the lowest, highest, or in the middle, the notation indicates where the differences between the groups are statistically significant. Using the statement "You look for low fat foods when you eat out" as an example, the responses of the Unconcerned Patrons are significantly different from the responses of the Vacillating Patrons. The responses of the Vacillating Patrons are significantly different from the responses of the Committed Patrons and so on.

The notation is provided because the differences are not always apparent by examining mean scores alone. As shown in response to the statement "You make a point of ordering foods that are nutritious when eating out," the Committed Patrons' response is significantly different and higher than the Vacillating Patrons' response even though their mean scores are close. This is because comparisons of means can sometimes mask important differences in their underlying distributions.

Developing a good understanding of each group and how they differ from one another, therefore, requires a relative comparison of the responses to each statement on a statement-by-statement basis. From this process, Unconcerned Patrons are the ones who, relative to others, are not attuned to issues related to health and nutrition. While they recognize that food diet and nutrition play a role in the prevention of serious illness, from the restaurant industry's perspective, there is not any follow-through. This patron is not looking for low fat foods when eating out nor especially orders foods that are nutritious. The Unconcerned Patron is likely to feel that foods that are "good for you" do not taste good and is more likely to prefer fried foods than consumers in any of the other groups.

Committed Patrons, on the other hand, actively look for foods that are healthy and nutritious, even when dining out for a special occasion. They know that good diet and nutrition plays a role in the prevention of serious illness. They look for menu items prepared without salt and strongly prefer broiled foods to fried foods. Even though awareness of health and nutrition concerns are high, they are not tired of hearing about what's good and bad for him when it comes to food.

Like the Committed Patron, the Vacillating Patron knows the important role diet and nutrition play in the prevention of serious illness. However, there is some reluctance to adhere to healthy eating habits when eating away from home, particularly when eating out for a special occasion. Patrons are also likely to be weary of "healthy food messages" and have ambivalent feelings about the foods they "should" order.

Other Attitudinal Indicators

Responses to the other attitudinal statements in the questionnaire round out the descriptions of the groups. The statements with (Low), (Medium), and (High) notations are included in the model that predicts group membership. Responses to the other statements, while of interest, do not sufficiently differentiate between groups to be included in these equations.

The Committed Patron makes a point of ordering foods that are nutritious when eating out (4.0), wishes that more restaurants offered food for people on restrictive diets (4.2), and feels that restaurants ought to offer different size portions for different size appetites (4.2). For this type of patron, tableservice restaurants are doing a reasonably good job of meeting their nutritional needs (3.1).

The Unconcerned Patron is less interested in ordering foods that are nutritious when eating out (2.6) than either the Committed Patron (4.0) or the Vacillating Patron (3.8). He/She is less likely to feel that fried food is bad for you (3.2) than is the Committed Patron (4.2) or the Vacillating Patron (4.1) Being in peak physical condition is also not as important to the Unconcerned Patron (3.7) as it is to the Committed (4.4) or Vacillating Patron (4.6)

The ambivalence Vacillating Patrons is likely to feel is once again illustrated in their response to the statement "when you eat out, you eat foods that are different from the foods you eat at home." The high score of 4.2 is consistent with being less concerned about the nutritional content of food when eating out for a special occasion.

Table 3

Mean Response to Other Attitudinal Statements by Group

Agreement with:	Unconcerned Patron	Committed Patron	Vacillating Patron
"Restaurants ought to offer different size portions for different size appetites"	3.6 (Low)	4.2 (High)	4.2 (Medium)
"When you eat out, you eat foods that are different from the foods you eat at home"	3.5 (Low)	3.4 (Low)	4.2 (High)
"Your favorite type of restaurant is one where everything is made from scratch"	3.3 (Low)	4.0 (Medium)	4.2 (High)
"You make a point of ordering foods that are nutritious when eating out"	2.6 (Low)	4.0 (High)	3.8 (Medium)
"You wish that more restaurants in your area offered food for people on restrictive diets"	2.7 (Low)	4.2 (High)	4.1 (High)
"Fast food restaurants are doing a good job of meeting your nutritional needs"	2.2 (Medium)	1.7 (Low)	2.4 (High)
"Table service restaurants are doing a good job of meeting your nutritional needs"	3.1	3.1	3.6
"At restaurants, you feel comfortable asking for foods that are specially prepared"	2.8	3.5	3.6
"You would eat out more often if it wasn't so fattening"	2.0	2.6	2.9
"Fried food is bad for you"	3.2 (Low)	4.2 (High)	4.1 (High)
"Being in peak physical condition is important to you"	3.7 (Low)	4.4 (Medium)	4.6 (High)
"It's important to eat three well-balanced meals each day"	3.4 (Low)	3.9 (Medium)	4.3 (High)

Con't Table 3

Mean Response to Other Attitudinal Statements by Group

Agreement with:	Unconcerned Patron	Committed Patron	Vacillating Patron
"Regular exercise is vital to to your health"	3.7 (Low)	4.7 (High)	4.6 (High)
"Low calorie means less taste"	2.6 (Medium)	1.9 (Low)	3.2 (High)
"It's important to eat a lot of red meat"	2.5 (Medium)	1.6 (Low)	2.7 (High)
"You are often concerned about your health"	3.6	4.3	4.3
"Eating a lot of fruits and vegetables is important to you"	4.0	4.6	4.6

Self-Descriptive Predictors of Group Membership

The self-descriptive statements used to assign respondents to groups in the 1986 analyses were among the statements used to identify and define groups in 1989. Two of these statements, "You're a meat and potatoes person" and "You eat what you want whenever you feel like it," were among the 10 strongest predictors of group membership.

The similarities between the Unconcerned and Vacillating Patrons are most apparent in the responses to these statements. Both groups see themselves as "meat and potatoes" people. They also see themselves as people who eat what they want whenever they feel like it. Not surprisingly, Committed Patrons think of themselves differently.

Table 4

Mean Response to Self-Descriptive Predictors of Group Membership

Agreement with:	Unconcerned Patron	Committed Patron	Vacillating Patron
"You're a meat and potatoes person"	3.8 (High)	2.1 (Low)	3.7 (High)
"You eat what you want whenever you feel like it"	4.0 (High)	2.4 (Low)	4.0 (High)

Other Self-Descriptive Statements

Responses to the other self-descriptive statements are consistent with the pattern of response established for each of the groups.

Committed Patrons are most likely to pay attention to the nutritional content of the food they eat (4.2) and pay attention to the calorie content of the foods they eat (3.7). Unconcerned and Vacillating Patrons are likely to skip at least one meal a day and are more likely to prefer small meals and snacks than are Committed Patrons.

Table 5

Mean Response to Other Self-Descriptive Statements by Group

Agreement with:	Unconcerned Patron	Committed Patron	Vacillating Patron
"You often skip at least one meal a day"	3.6 (High)	3.0 (Low)	3.7 (High)
"You prefer to eat many small meals and snacks throughout the day rather than the standard three full meals a day"	2.6 (Medium)	2.3 (Low)	3.0 (High)
"You pay attention to the nutritional content of the food you eat"	2.5	4.2	3.7

Con't Table 5

Agreement with:	Unconcerned Patron	Committed Patron	Vacillating Patron
"You pay attention to the calorie content of the food you eat"	2.1	3.7	3.2
"Other members of your family affect what you eat"	2.9	3.1	3.4

DEMOGRAPHIC CHARACTERISTICS

The demographic characteristics of Unconcerned, Committed and Vacillating Patrons also vary. Sex, age, income, marital status, presence of children, work status, education, area and Census region details follow.

Sex

Unconcerned Patrons are more likely to be males than either Committed or Vacillating Patrons.

Almost two-thirds of Unconcerned Patrons are male, compared to 44 percent of Vacillating Patrons and a lower 38 percent of Committed Patrons.

Committed Patrons (62 percent) are more likely to be female while Vacillating Patrons are slightly more likely to be female (56 percent).

Table 6

Sex

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Male	48%	64%	38%	44%
Female	52	36	62	56

Age

Unconcerned Patrons tend to be the youngest consumers. Committed Patrons tend to be more middle aged and Vacillating Patrons tend to be more mature customers.

More than one-fourth (27 percent) of Unconcerned Patrons are between the ages of 18 to 24. Almost one-half (47 percent) of Committed Patrons are between the ages of 35 and 54.

Almost one-fourth (23 percent) of Vacillating Patrons are between the ages of 55 and 74, with one out of five age 65 and above.

Table 7

Age

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
18 to 24	14%	27%	9%	6%
25 to 34	27	29	25	26
35 to 44	25	21	29	23
45 to 54	14	9	18	14
55 to 64	10	7	12	11
65 to 74	7	5	5	12
75 or more	4	2	2	8

Income

Committed Patrons are more likely to have household incomes $30,000 a year and above compared to Unconcerned or Vacillating Patrons.

Two-thirds (66 percent) of Committed Patrons have household incomes of $30,000 or over compared to one-half (50 percent) of Unconcerned Patrons and a lower 42 percent of Vacillating Patrons.

The majority (58 percent) of Vacillating Patrons have household incomes less than $30,000 a year, compared to one-half (50 percent) of Unconcerned Patrons and only one-third (34 percent) of Committed Patrons.

Table 8

Income

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Under $30,000 (Net)	46%	50%	34%	58%
Under $10,000	8	11	4	12
Under $20,000	14	13	10	20
$20,000 and over	22	26	16	25
Over or Equal to $30,000 (Net)	54%	50%	66%	42%
Under $40,000	21	23	22	19
Under $50,000	14	11	17	12
Under $60,000	11	8	16	6
Over $60,000	5	4	6	4

(Note: may not sum to total due to rounding and refusals.)

Marital Status/Children

Unconcerned Patrons are more likely to be single/never married (34 percent) while Committed Patrons are more likely to be married (62 percent). Not surprisingly, Vacillating Patrons as a result of their mature age are more likely to be widowed and separated/divorced and less likely to have children under the age of 18 living in their home. Unconcerned Patrons are more likely than average to have children under 18 years old in their house.

Table 9

Marital Status

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Single/never married	24%	34%	21%	19%
Married	57	54	62	54
Separated/ divorced	13	9	12	17
Widowed	6	3	5	11

Table 10

Children Under the Age of 18 Living in Home

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Yes	43%	46%	43%	38%
No	54	55	57	62%

Work Status

Unconcerned Patrons are most likely to be working full time (68 percent) compared to Committed (60 percent) and Vacillating Patrons (51 percent). Committed Patrons are more likely to be working part time (21 percent) while Vacillating Patrons are most likely not to work - over one out of every three of these consumers (36 percent) is not employed.

Table 11

Work Status

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Part time	16%	13%	21%	14%
Full time	60	68	60	51
Do not work	24	19	20	36

Education

Committed Patrons have the highest level of education among the three consumer groups. Over one out of five (21 percent) is a college graduate with an additional 24 percent having some graduate education or a graduate degree.

Unconcerned and Vacillating Patrons are more likely to be high school graduates - 33 percent and 32 percent - respectively.

Table 12

Education

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
No high school	2%	2%	1%	4%
Some high school	8	9	5	13
High school graduate	27	33	19	32
Some college	31	29	30	35
College graduate	16	18	21	9
Some graduate education	6	4	10	3
Graduate degree	9	7	14	5

Area

When asked to describe the area that they live in, Unconcerned Patrons are more likely than average to say they reside in an urban area (36 percent) and less likely to live in a rural area (23 percent).

Committed Patrons are more likely than average to live in suburban areas (45 percent) while Vacillating Patrons are more likely to reside in rural areas (33 percent).

Table 13

Area

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Urban	31%	36%	28%	30%
Suburban	41	42	45	37
Rural	28	23	28	33

Census Regions

Unconcerned Patrons are more likely than average to be living in the Midwest while Committed Patrons are more likely to be residing in the Northeast or on the West Coast. Vacillating Patrons are more likely than average to live in the Southeastern and Southwestern states.

Table 14

Census Region

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
New England	5%	4%	7%	5%
Middle Atlantic	16	15	16	15
East North Central	17	19	17	15
West North Central	7	8	6	8
South Atlantic	18	18	16	19
East South Central	6	6	6	8
West South Central	11	9	11	12
Mountain	5	7	5	4
Pacific	15	15	16	15

The Unconcerned Patron

While Unconcerned Patrons are the second largest segment representing 32 percent of the U.S. adult population, they represent the largest proportion of eating out occasions - 39 percent. Therefore, these individuals are good restaurant customers, accounting for a greater proportion of eating out occasions than their share of the population.

Unconcerned Patrons are not generally concerned about nutrition and health. They are more likely than average to describe themselves as a "meat and potatoes" person and eat whatever they want when they want it. Also, these individuals are more likely to skip at least one meal a day. They do not pay attention to the calorie or nutritional content of their food.

Table 15

Eating Behavior

Unconcerned Patrons

Statement	% of Unconcerned	% of Total Adult Population	Percentage Point Difference
You're a "meat and potatoes" person	61	41	+20
You eat what you want whenever you feel like it	70	51	+19
You often skip at least one meal each day	62	55	+7
You prefer to eat many small meals or snacks throughout the day rather than the standard three full meals each day	32	32	0
Other members of your family affect what you eat	39	46	-7
You pay attention to the calorie content of the food you eat	15	40	-25
You pay attention to the nutritional content of the food you eat	23	55	-32

Of the food items included in this study, Unconcerned Patrons are more likely than the rest of the adult population to try fried items, such as chicken and fish, regular soft drink, steak or roast beef, rich desserts, and premium ice cream. Not surprisingly, they are less likely to try calorie controlled entrees, food cooked without salt, vegetables seasoned with herbs or lemon juice, and reduced calorie salad dressing.

Table 16

Items Likely to Try if Available at Restaurants

Unconcerned Patrons

Item	% of Unconcerned	% of Total Adult Population	Percentage Point Difference
Fried chicken	70	53	+17
Fried fish or seafood	74	57	+17
Regular soft drink	68	52	+16
Steak or roast beef	87	75	+12
Rich, gooey or chocolate desserts	52	41	+11
Premium ice cream	60	50	+10
Raw fish or raw shellfish such as raw oysters or sushi	14	15	-1
Fresh fruit	83	88	-5
Fruit ices or sorbets	40	46	-6
Lean meats	74	81	-7
Bagel or breads with low fat cream cheese	37	45	-8
Broiled or baked fish or seafood	69	78	-9
Caffeine-free soft drink	33	42	-9
Sugar substitute	31	42	-11
Caffeine-free coffee	20	32	-12
Diet soft drink	29	42	-13
Low fat frozen yogurt	37	50	-13
Raw vegetable appetizer	47	61	-14
Poultry without skin	59	74	-15
Whole grain muffins	52	67	-15
Low fat, low calorie fruit-based desserts	33	49	-16
Low fat cottage cheese	27	44	-17
Cereal served with skim milk or low fat milk	35	53	-18
Reduced calorie salad dressing	38	58	-20
Vegetables seasoned only with herbs or lemon juice	43	64	-21
Food cooked without salt	35	57	-22
Calorie controlled entree	20	45	-25

Unconcerned Patrons' attitudes are consistent with their behavior. As a group they are less concerned about health and nutrition issues than the rest of the adult population. They are disproportionately tired of hearing what's good and bad for them when it comes to food and do not make a point of ordering foods that are nutritious when eating out. Relative to the total population, they do not wish that more restaurants offered food for people on restrictive diets nor do they look for low fat foods when dining out or items cooked without salt. They have less interest than the average consumer in choice of portion sizes and from scratch preparation. Unconcerned Patrons are more likely than average to patronize fast food restaurants.

Table 17

Unconcerned Patron Attitudes

	% of Unconcerned	% of Total Adult Population	Percentage Point Difference
You are tired of hearing about what's good and bad for you when it comes to food	46	38	+8
It's important to eat a lot of red meat	21	16	+5
Fast food restaurants are doing a good job of meeting your nutritional needs	14	11	+3
Low calorie means less taste	26	24	+2
When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat	52	51	+1
Foods that are good for you usually don't taste good	21	21	0
When you eat out, you eat foods that are different from the foods you eat at home	54	57	-3
Tableservice restaurants are doing a good job of meeting your nutritional needs	32	38	-6
You would eat out more often if it wasn't so fattening	16	28	-8
Restaurants ought to offer different size portions for different size appetites	57	70	-13

Con't Table 17

	% of Unconcerned	% of Total Adult Population	Percentage Point Difference
Eating a lot of fruits and vegetables is important to you	71	84	-13
It's important to eat three well-balanced meals each day	49	63	-14
At restaurants, you feel comfortable asking for foods that are specially prepared	29	45	-16
Your favorite type of restaurant is one where everything is made from scratch	45	62	-17
You are often concerned about your health	54	71	-17
Good diet and nutrition play a role in the prevention of serious illness such as heart disease and cancer	69	88	-19
Regular exercise is vital to your health	61	83	-22
Being in peak physical condition is important to you	56	78	-22
Fried food is bad for you	39	63	-24
You look for low fat foods when you eat out	7	38	-31
You wish that more restaurants in your area offered menu items cooked without salt	12	44	-32
You prefer broiled foods to fried foods	37	69	-32
You wish that more restaurants in your area offered food for people on restrictive diets	24	59	-35
You make a point of ordering foods that are nutritious when eating out	13	50	-37

Unconcerned Patrons are also less likely than average to be on a diet to lose or maintain weight or to control blood cholesterol and pressure. While these individuals are also less likely than the adult population to exercise, almost three out of every five Unconcerned Patrons reported participating in exercises during the last two weeks. Still, being in peak physical condition is less important to these individuals compared to the population as a whole.

These individuals are proportionately more likely to drink alcoholic beverages and not restrict their use of salt, sugar, fat and cholesterol. They are less likely than average to consciously eat foods high in fiber, calcium and starch.

In demographic terms, Unconcerned Patrons are more likely than average to be young - 18 to 24 years old - males. They have average incomes. They are more likely than average to be single/never married, work full time, live in urban areas and have a high school education. They have a greater than average representation in the East North Central and West North Central states and in the Mountain states.

The Committed Patrons

Committed Patrons are actively concerned about the role that diet and nutrition play in their health. Overall, Committed Patrons eat out less frequently than average, accounting for 32 percent of total eating occasions although they represent 39 percent of the population. The majority (77 percent) pay attention to the nutritional content of the food they eat. In addition, they watch their calories - three out of five (59 percent) pay attention to the calorie content of the food they eat.

Committed Patrons' interest in nutrition and health is reflected by the fact that these individuals are noticeably less likely than average to eat what they want whenever they feel like it, and they do not describe themselves as a "meat and potatoes" person. Their commitment to proper diet and nutrition is also obvious by their preference for three full meals each day. Also, these individuals are less likely to skip a meal.

Table 18

Eating Behavior

Committed Patrons

Statement	% of Committed	% of Total Adult Population	Percentage Point Difference
You pay attention to the nutritional content of the food you eat	77	55	+22
You pay attention to the calorie content of the food you eat	59	40	+19
Other members of your family affect what you eat	46	46	0
You prefer to eat many small meals or snacks throughout the day rather than the standard three full meals each day	24	32	-8
You often skip at least one meal each day	42	55	-13
You're a "meat and potatoes" person	12	41	-29
You eat what you want whenever you feel like it	21	51	-30

Committed Patrons' eating out behavior is consistent with their commitment to nutrition and health. These individuals are more likely than the rest of the adult population to order calorie controlled entrees, yogurt, raw vegetable appetizers, vegetables with herbs or lemon juice, poultry without skin, broiled or baked fish, whole grain muffins and fresh fruit. Unlike Unconcerned Patrons, they are less likely to try fried items, such as chicken or seafood, steak or roast beef, regular soft drinks, rich desserts and premium ice cream.

Table 19

Items Likely to Try if Available at Restaurants

Committed Patrons

Item	% of Committed	% of Total Adult Population	Percentage Point Difference
Calorie controlled entree	63	45	+18
Low fat frozen yogurt	66	50	+16
Cereal served with skim milk or low fat milk	68	53	+15
Raw vegetable appetizer	75	61	+14
Vegetables seasoned only with herbs or lemon juice	78	64	+14
Low fat, low calorie fruit-based desserts	63	49	+14
Reduced calorie salad dressing	71	58	+13
Low fat cottage cheese	57	44	+13
Food cooked without salt	69	57	+12
Whole grain muffins	78	67	+11
Poultry without skin	85	74	+11
Diet soft drink	53	42	+11
Broiled or baked fish or seafood	88	78	+10
Sugar substitute	50	42	+8
Bagel or breads with low fat cream cheese	52	45	+7
Caffeine-free soft drink	49	42	+7
Caffeine-free coffee	38	32	+6
Fruit ices or sorbets	51	46	+5
Raw fish or raw shellfish, such as raw oysters or sushi	19	15	+4
Fresh fruit	92	88	+4
Lean meats	81	81	0
Premium ice cream	40	50	-10
Rich, gooey or chocolate desserts	28	41	-13
Fried fish or seafood	42	57	-15
Steak or roast beef	58	75	-17
Regular soft drink	35	52	-17
Fried chicken	32	53	-21

Committed Patrons' attitudes are consistent with their behavior. Most of these individuals order nutritious food when they eat out, wish more restaurants offered items cooked without salt, and look for low fat foods when dining out. All Committed Patrons agree that diet and nutrition play a role in the prevention of serious illness.

Most are often concerned about their health and believe that eating a lot of fruits and vegetables is important. They prefer broiled to fried foods, and feel fried foods are bad for them. Moreover, they are less likely than average to be tired of hearing what's good or bad for them when it comes to food.

Not surprisingly, most Committed Patrons agree that more restaurants should provide menu items for people on restrictive diets and feel foodservice establishments should offer different portion sizes. Although half of their purchases were made at fast food places, Committed Patrons are more likely than average to go to tableservice restaurants.

Table 20

Committed Patron Attitudes

	% of Committed	% of Total Adult Population	Percentage Point Difference
You look for low fat foods when you eat out	59	38	+21
You make a point of ordering foods that are nutritious when eating out	71	50	+21
You wish that more restaurants in your area offered food for people on restrictive diets	78	59	+19
You wish that more restaurants in your area offered menu items cooked without salt	62	44	+18
You prefer broiled foods to fried foods	86	69	+17
Fried food is bad for you	75	63	+12

Con't Table 20

	% of Committed	% of Total Adult Population	Percentage Point Difference
Good diet and nutrition play a role in the prevention of serious illness such as heart disease and cancer	99	88	+11
Being in peak physical condition is important to you	88	78	+10
Regular exercise is vital to your health	93	83	+10
Restaurants ought to offer different size portions for different size appetites	79	70	+9
You are often concerned about your health	80	71	+9
At restaurants, you feel comfortable asking for foods that are specially prepared	53	45	+8
Eating a lot of fruits and vegetables is important to you	91	84	+7
Your favorite type of restaurant is one where everything is made from scratch	68	62	+6
It's important to eat three well-balanced meals each day	65	63	+2
You would eat out more often if it wasn't so fattening	29	28	+1
When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat	46	51	-5
Tableservice restaurants are doing a good job of meeting your nutritional needs	32	38	-6
Fast food restaurants are doing a good job of meeting your nutritional needs	4	11	-7
Foods that are good for you usually don't taste good	13	21	-8
When you eat out, you eat foods that are different from the foods you eat at home	47	57	-10
It's important to eat a lot of red meat	4	16	-12
Low calorie means less taste	10	24	-14
You are tired of hearing about what's good and bad for you when it comes to food	19	38	-19

Committed Patrons are more likely than average to be on a diet to lose or maintain weight and to control blood cholesterol and pressure. These individuals are more likely to agree that being in peak physical condition is important - over four out of five (83 percent) participated in exercises during the last two weeks compared to a lower 71 percent of the total adult population.

Committed Patrons are proportionately less likely to drink alcoholic beverages and more likely to restrict their use of salt, sugar, fat and cholesterol. Also, these individuals are more likely than average to consciously eat foods high in fiber, calcium and starch. These patrons appear to have embraced a lifestyle where health, nutrition and exercise is a part of daily life.

In demographic terms, Committed Patrons are more likely than average to be females - 62 percent are females. They are more likely than average to be 35 to 54 years old. They are more likely than average to have incomes over $30,000 - 66 percent fall into this income class. They are more likely than average to be married, work part time, live in suburban areas and have at least a college degree. They are slightly more likely than average to reside in the Northeast or on the West Coast.

The Vacillating Patron

Vacillating Patrons are concerned about diet and nutrition, but these individuals are taste and occasion driven when it comes to eating out. While these individuals are slightly more likely than the population to pay attention to the nutritional and calorie content of the food they eat, they are also more likely than average to eat whatever they want whenever they feel like it.

Consequently, Vacillating Patrons menu selections reflect their vacillating nature. When eating out, these consumers are more likely than average to order steak or roast beef, food cooked without salt, rich desserts, regular soft drinks, caffeine-free coffee, lean meats and premium ice cream. On the other hand, Vacillating Patrons are less likely than average to order low fat yogurt, raw vegetable appetizers, or broiled or baked fish or seafood. These individuals' menu selections obviously reflect their vacillating nature; and since taste and occasion govern their menu choices, the foods these individuals are likely to order are not nutritionally consistent.

Table 21

Eating Behavior

Vacillating Patrons

Statement	% of Vacillating	% of Total Adult Population	Percentage Point Difference
You eat what you want whenever you feel like it	70	51	+19
You're a "meat and potatoes" person	59	41	+18
You often skip at least one meal each day	65	55	+10
You prefer to eat many small meals or snacks throughout the day rather than the standard three full meals each day	41	32	+9
Other members of your family affect what you eat	55	46	+9
You pay attention to the nutritional content of the food you eat	58	55	+3
You pay attention to the calorie content of the food you eat	42	40	+2

Table 22

Items Likely to Try if Available at Restaurants

Vacillating Patrons

Item	% of Vacillating	% of Total Adult Population	Percentage Point Difference
Steak or roast beef	84	75	+9
Food cooked without salt	65	57	+8
Fried chicken	61	53	+8
Rich, gooey or chocolate desserts	48	41	+7
Regular soft drink	59	52	+7
Caffeine-free coffee	37	32	+5
Lean meats	86	81	+5
Premium ice cream	54	50	+4
Reduced calorie salad dressing	62	58	+4
Fried fish or seafood	60	57	+3
Poultry without skin	77	74	+3
Vegetables seasoned only with herbs or lemon juice	67	64	+3
Low fat, low calorie fruit-based desserts	52	49	+3
Calorie controlled entree	47	45	+2
Low fat cottage cheese	46	44	+2
Cereal served with skim milk or low fat milk	54	53	+1
Whole grain muffins	67	67	0
Fresh fruit	88	88	0
Bagel or breads with low fat cream cheese	45	45	0
Sugar substitute	42	42	0
Diet soft drink	42	42	0
Caffeine-free soft drink	42	42	0
Fruit ices or sorbets	45	46	-1
Raw fish or raw shellfish, such as raw oysters or sushi	13	15	-2
Raw vegetable appetizer	58	61	-3
Broiled or baked fish or seafood	75	78	-3
Low fat frozen yogurt	44	50	-6

Nearly all Vacillating Patrons agree that good diet and nutrition play a role in the prevention of serious illness. More than Committed and Unconcerned Patrons, these individuals believe it is important to eat three well balanced meals a day. Yet, an above average proportion agree that low calorie means less taste.

Indicative of their vacillating nature, Vacillating Patrons are more likely than average to agree that they are less concerned about nutrition when eating out for a special occasion. Also, when eating out, these individuals are more likely to eat differently than they do at home. They prefer restaurants where everything is made from scratch.

In terms of eating out, these consumers account for a 29 percent share of occasions, identical to their population share. They are more likely than average to frequent both fast food and fine dining establishments. Similar to Committed Patrons, they are more likely than average to be on a diet to control blood cholesterol and pressure. These individuals are more likely than average to agree that regular exercise is vital to their health yet, perhaps a result of their mature age, are less likely than average to have participated in any exercises in the last two weeks. Still, a higher proportion of Vacillating Patrons reported exercising than Unconcerned Patrons. Vacillating Patrons are average in their attempts to restrict their use of salt, additives, sugar and food containing fat and cholesterol. They are more likely to consume foods high in calcium and starch and are less likely to consume alcoholic beverages.

In demographic terms, Vacillating Patrons are slightly more likely to be females. They are more likely than average to be older, especially 65 and over. Consistent with their age, they are more likely than average to have incomes under $30,000 and to be widowed, separated or divorced. These individuals are likely to not work, live in rural areas and have a high school education. Vacillating consumers have a greater than average representation in the Southeastern and Southwestern states.

Table 23

Vacillating Patron Attitudes

	% of Vacillating	% of Total Adult Population	Percentage Point Difference
You are tired of hearing about what's good and bad for you when it comes to food	57	38	+19
Low calorie means less taste	42	24	+18
When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat	68	51	+17
When you eat out, you eat foods that are different from the foods you eat at home	74	57	+17
Foods that are good for you usually don't taste good	37	21	+16
Tableservice restaurants are doing a good job of meeting your nutritional needs	54	38	+16
It's important to eat three well-balanced meals each day	77	63	+14
Being in peak physical condition is important to you	91	78	+13
You prefer broiled foods to fried foods	82	69	+13
You wish that more restaurants in your area offered food for people on restrictive diets	72	59	+13
You wish that more restaurants in your area offered menu items cooked without salt	56	44	+12
Your favorite type of restaurant is one where everything is made from scratch	74	62	+12
You make a point of ordering foods that are nutritious when eating out	61	50	+11
You would eat out more often if it wasn't so fattening	39	28	+11
It's important to eat a lot of red meat	27	16	+11
Regular exercise is vital to your health	93	83	+10
Fried food is bad for you	72	63	+9
You look for low fat foods when you eat out	45	38	+7

Con't Table 23

	% of Vacillating	% of Total Adult Population	Percentage Point Difference
Fast food restaurants are doing a good job of meeting your nutritional needs	18	11	+7
You are often concerned about your health	78	71	+7
Good diet and nutrition play a role in the prevention of serious illness such as heart disease and cancer	95	88	+7
Eating a lot of fruits and vegetables is important to you	91	84	+7
At restaurants, you feel comfortable asking for foods that are specially prepared	52	45	+7
Restaurants ought to offer different size portions for different size appetites	74	70	+4

Segment Trends

When results of the 1989 survey are compared with the results of a similar survey conducted by the Association in 1986, it is clear that the second group - the Committed Patrons - has grown, from 35 percent of the U.S. adult population in 1986 to 39 percent in 1989.

Conversely, the first group - the Unconcerned Patrons - experienced a decline between 1986 and 1989, accounting for 38 percent and 32 percent of the nation's adult population, respectively. The third group - the Vacillating Patrons - increased slightly, advancing from 27 percent of adult Americans in 1986 to 29 percent in 1989. Consequently, more restaurant patrons are committed to nutrition.

Analysis of survey data for 1986 and 1989 for each of the three consumer segments highlights some other broad trends. (For more detailed information on overall trends between 1986 and 1989, refer to Section VI of this report.)

Virtually the same proportion of Committed Patrons in 1986 and 1989 considered themselves informed about issues related to health and nutrition. However, the proportion of Unconcerned Patrons considering themselves informed dipped slightly while the proportion of Vacillating Patrons advanced four percentage points. Table 24 summarizes segment changes between 1986 and 1989 for the general health related statements included in this survey. It is interesting to note that Unconcerned Patrons were the only segment to consciously restrict their use of salt more in 1989 than in 1986. Still, less than half of these individuals in 1989 (47 percent) were restricting their salt intake compared to higher proportions of Committed (88 percent) and Vacillating Patrons (69 percent). Lower proportions of consumers in all three segments reported restricting their sugar intake and consciously eating calcium in addition to generally being less concerned about their health.

Table 24

General Health 1986-1989

	Total		Unconcerned Patrons		Committed Patrons		Vacillating Patrons	
	1986	1989	1986	1989	1986	1989	1986	1989
Restrict Use of:								
Salt	68%	70%	41%	47%	90%	88%	79%	69%
Additives	50	53	35	31	62	69	56	55
Sugar	68	63	51	41	83	79	72	64
Cholesterol	66	66	46	45	79	83	76	67
Fat	68	70	49	49	83	84	74	73
Consciously Eat:								
Fiber	67	68	54	46	84	84	62	72
Calcium	68	52	60	41	74	55	71	61
Starchy foods	67	70	61	60	74	73	65	75
Concerned about your health	77	71	65	54	82	80	86	78
Being in peak physical condition is important	86	78	73	56	92	88	97	91
Regular exercise is vital to your health	86	83	74	61	95	93	93	93
Informed about health and nutrition issues	93	93	91	87	97	98	91	94

Table 25 summarizes the likelihood of ordering the 27 food items in 1986 and 1989 for each of the three consumer segments. Of note is the apparent advance in popularity of rich, gooey or chocolate desserts among Committed and Vacillating Patrons. This most likely reflects the increased popularity of desserts overall. In addition, these two groups were more likely to be interested in reduced calorie salad dressing.

Lean meats were less likely to be ordered across the board while poultry without skin gained among both Committed and Vacillating Patrons. Fresh fruit remained extremely popular although at slightly lower levels in 1989 compared to 1986. Bagels or breads with low fat cream cheese were more likely to be ordered by Vacillating Patrons while caffeine-free soft drinks and coffee were less likely to be ordered by all three consumer groups. This perhaps reflects a lower level of consumer interest in caffeine-free products.

Table 25

If Available, how likely would you be to try each of the following food and beverage items? Would you say "very likely," "somewhat likely," "somewhat unlikely," "very unlikely," or "would never use or order?"

	Unconcerned Patrons		Committed Patrons		Vacillating Patrons	
Food Item	1986	1989	1986	1989	1986	1989
Raw vegetable appetizer	3.2	3.0	4.1	4.0	3.7	3.4
Calorie controlled entree	2.3	2.3	3.7	3.6	2.8	3.0
Food cooked w/o salt	2.8	2.7	3.9	3.8	3.6	3.6
Vegetables seasoned w/ only herbs or lemon juice	2.9	2.9	4.0	4.0	3.5	3.6
Low fat, low calorie fruit-based dessert	2.6	2.6	3.6	3.6	3.0	3.2
Rich, gooey or chocolate desserts	3.3	3.3	2.3	2.5	2.6	3.1
Reduced calorie salad dressing	2.7	2.7	3.6	3.9	3.2	3.5
Lean meats	4.4	3.9	4.4	4.2	4.5	4.3
Steak or roast beef	4.6	4.3	3.8	3.5	4.2	4.3
Poultry w/o skin	3.4	3.4	4.2	4.4	3.8	4.1
Broiled or baked seafood	3.8	3.8	4.5	4.4	4.2	4.0
Raw fish or raw shellfish such as oysters or sushi	-	1.8	-	2.0	-	1.8
Cereal served with skim milk or low fat milk	2.8	2.7	3.6	3.7	3.2	3.2
Whole grain muffins	3.3	3.2	4.1	4.1	3.5	3.7
Fresh fruit	4.5	4.1	4.8	4.6	4.5	4.4
Low fat cottage cheese	2.7	2.4	3.7	3.4	3.3	3.0

Con't - Table 25

Food Item	Unconcerned Patrons 1986	Unconcerned Patrons 1989	Committed Patrons 1986	Committed Patrons 1989	Vacillating Patrons 1986	Vacillating Patrons 1989
Bagel or breads with low fat cream cheese	2.7	2.7	3.3	3.2	2.6	3.0
Sugar substitute	2.5	2.4	2.9	3.1	2.7	2.9
Regular soft drink	3.7	3.7	2.6	2.6	3.2	3.4
Diet soft drink	2.8	2.4	3.3	3.3	2.8	2.9
Caffeine-free soft drink	2.7	2.5	3.4	3.1	3.2	2.8
Caffeine-free coffee	2.4	2.1	3.1	2.7	3.0	2.6
Fried chicken	3.8	3.8	2.8	2.6	3.6	3.5
Fried fish or seafood	3.9	3.8	3.2	2.9	3.4	3.5
Premium ice cream	3.4	3.4	2.7	2.8	3.1	3.3
Fruit ices or sorbets	2.8	2.8	3.2	3.1	3.0	3.0
Low fat frozen yogurt	-	2.8	-	3.6	-	2.9

Note: mean score 1-5, scale: 1 = would never use or order
5 = very likely to try

Between 1986 and 1989, patronage of fast food restaurants by Unconcerned, Committed and Vacillating Patrons increased. Table 26 summarizes how the proportion of eating occasions changed over this three year timeframe. In addition, the number of eating occasions by Unconcerned and Vacillating Patrons at family/moderately priced establishments advanced. Fine dining restaurants also became more popular with Vacillating Patrons.

Table 26

Proportion of Eating Occasions by Restaurant Type and Segment

	Unconcerned Patrons		Percentage	Committed Patrons		Percentage	Vacillating Patrons		Percentage
Incidence	1966	1989	Point Change	1986	1989	Point Change	1966	1989	Point Change
None	23%	16%	-7%	36%	31%	-5%	41%	26%	-15%
Once	10	14	4	13	17	4	16	16	NC
Twice	18	15	-3	17	24	7	17	18	1
Three times	14	12	-2	10	8	-2	8	12	4
Four times	10	12	2	7	7	NC	6	7	1
Five times	7	6	-1	4	4	NC	7	6	-1
Six times or more	19	25	6	14	10	-4	6	16	10
Family/Moderately Priced									
None	41	33	-8	35	36	1	50	34	-16
Once	22	25	3	23	23	NC	26	21	-5
Twice	19	18	-1	23	21	-2	12	23	11
Three times	6	5	-1	8	9	1	5	12	7
Four times	4	5	1	6	5	-1	3	7	4
Five times	4	5	1	2	3	1	3	3	NC
Six times or more	4	8	4	4	4	NC	2	1	-1
Fine Dining/Atmosphere									
None	70	73	3	67	70	3	79	65	-14
Once	20	18	-2	21	17	-4	16	20	4
Twice	8	5	-3	5	9	4	1	8	7
Three times	2	1	-1	3	3	NC	2	3	1
Four times	1	1	NC	2	1	-1	1	2	1
Five times	1	1	NC	1	-	-1	1	1	NC
Six times or more	-	2	2	2	-	-2	2	1	-1

NC = No change

(Note: may not add to 100% due to rounding)

In terms of how segment behavior and attitudes changed between 1986 and 1989, Table 27 presents this data for the ten key statements used in the segmentation model. Of particular note is that lower proportions of Unconcerned, Committed and Vacillating Patrons were tired of hearing what was good and bad for them when it comes to food. Consequently, more consumers in each of the three groups are receptive to learning about which foods are good and bad for them. This means that more foodservice patrons are open to suggestions.

Table 27

Behavior/Attitude Changes
1986-1989

Statement	Total 1986	Total 1989	Unconcerned Patrons 1986	Unconcerned Patrons 1989	Committed Patrons 1986	Committed Patrons 1989	Vacillating Patrons 1986	Vacillating Patrons 1989
You look for low fat foods when you eat out	40%	38%	9%	7%	65%	59%	50%	45%
You're a "meat and potatoes" person	43	41	55	61	14	12	65	59
You eat what you want whenever you feel like it	50	51	68	70	14	21	74	70
Good diet and nutrition play a role in prevention of serious illness such as heart disease and cancer	87	88	71	69	98	99	95	95
You wish that more restaurants in your area offered menu items without salt	50	44	15	12	73	62	70	56
Foods that are good for you usually don't taste good	21	21	18	21	13	13	36	37
You are tired of hearing about what's good and bad for you when it comes to food	47	38	52	46	25	19	67	57
You prefer broiled to fried foods	70	69	42	37	91	86	80	82
When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat	57	51	54	52	46	46	73	68
You make a point of ordering foods that are nutritious when eating out	53	50	20	13	72	71	73	61

SECTION V

1989 Survey Results

This section of the report summarizes the results of the 1989 survey assessing consumer attitudes toward health and nutrition issues in restaurants. Discussion of the results is organized as follows:

- General Health
- General Food
- Restaurant Related
    - Behavior
    - Attitudes

GENERAL HEALTH

INFORMED ABOUT HEALTH AND NUTRITION ISSUES

Consumers were questioned as to how well informed they felt they were about issues related to health and nutrition. Over nine out of every ten adults (93 percent) feel that they are at least somewhat informed about issues related to health and nutrition, with almost four out of every ten adults considering themselves "very informed."

While most Americans may consider themselves knowledgeable about these issues, females consider themselves better informed. Ninety-six (96) percent of adult women feel that they are at least somewhat informed about nutrition and health issues compared to 91 percent for men.

The Committed Patrons are most likely to consider themselves at least somewhat informed about issues related to health and nutrition - over 98 percent indicate so - while the Unconcerned Patrons are less likely to feel so (87 percent). (For detailed explanations of these groups, please refer to the executive summary or segmentation section of this report.)

Table 28

Informed About Health and Nutrition Issues

	Percent who feel "very" and "somewhat" informed about health and nutrition issues
Total	93%
o Unconcerned Patrons	87
o Committed Patrons	98
o Vacillating Patrons	94
Sex	
o Male	
Total	91
18-34	90
35-54	91
55+	92
o Female	
Total	96
18-34	97
35-54	96
55+	96
Income	
o Less than $20K	95
o $20 - under $40K	91
o $40K+	95
Restaurant Usage	
o Light*	95
o Medium**	94
o Heavy***	90

* 0-2 eating occasions in a two week period
** 3-6 eating occasions in a two week period
*** 7 or more eating occasions in a two week period

DIETARY PRACTICES

Consumers were asked whether during the past year they had restricted their diet to lose weight, maintain weight, control blood cholesterol, or control high blood pressure. At least one out of every four adults had taken some action to restrict their diets. Losing weight was the most popular dietary restriction (44 percent) followed by maintaining weight (41 percent). Over one out of three consumers (37 percent) were attempting to control their blood cholesterol while one out of four (25 percent) was restricting their diet to control high blood pressure.

Committed patrons were most likely to be restricting their diet to lose/maintain weight and control blood cholesterol/ pressure. Unconcerned patrons were least likely to be restricting their diets.

Just one out of three males (33 percent) had restricted their diet to lose weight compared to over half (55 percent) of females who had done so.

When consumers were questioned whether they had restricted their diet based on a doctor's recommendation, 17 percent of adults indicated having done so to control blood cholesterol and 14 percent to control high blood pressure. Just under one out of ten adults (9 percent) was restricting their diet based on a doctor's recommendation to lose weight.

Table 29

Dietary Practices

	Percent who in past year restricted diet to:			
	Lose Weight	Maintain Weight	Control Blood Cholesterol	Control High Blood Pressure
Total	44%	41%	37%	25%
o Unconcerned Patrons	30	31	16	14
o Committed Patrons	56	48	51	30
o Vacillating Patrons	43	42	42	31
Sex				
o Male				
Total	33	41	37	21
18-34	24	38	21	15
35-54	45	43	49	27
55+	32	46	55	24
o Female				
Total	55	41	37	28
18-34	55	36	19	14
35-54	65	46	41	31
55+	36	40	59	47
Income				
o Less than $20K	36	38	37	31
o $20-under $40K	40	41	34	19
o $40K+	50	41	36	24
Restaurant Usage				
o Light	46	39	39	26
o Medium	46	47	40	28
o Heavy	41	35	32	19

Table 30

Dietary Practices

	Percent who in past year restricted diet based on doctor's recommendation to:			
	Lose Weight	Maintain Weight	Control Blood Cholesterol	Control High Blood Pressure
Total	9%	7%	17%	14%

EXERCISE

During the last two week period, over seven out of ten adults (71 percent) reported having participated in some exercises, sports or physical activities such as walking for exercise, jogging, running, aerobics, biking or swimming. Both sexes, overall, appeared to participate in exercise fairly equally. However, males 18 to 34 years old and females 35 to 54 years old were most likely to have exercised during the past two weeks.

Individuals from higher income households were more likely to exercise than members of lower income households. Three out of four consumers (75 percent) with household incomes $40,000 and above had exercised in the last two week period while a lower 61 percent with household incomes under $20,000 had done so.

Committed Patrons are more likely to participate in some form of physical activity than either Unconcerned or Vacillating Patrons. However, the majority of adults in all three groups participated in some form of exercise.

Almost all (83 percent) of Committed Patrons said that they have participated in some form of exercise during the past two weeks. Comparatively, more than two-thirds (67 percent) of Vacillating Patrons had exercised and 59 percent of Unconcerned Patrons.

Among all individuals who had indicated that they had exercised over the past two weeks, about half (49 percent) indicated they had exercised up to 3 hours per week while one out of four (25 percent) reported more than five hours each week. It appears that Unconcerned Patrons who exercised were more likely to exercise a smaller amount of time overall each week than Committed Patrons.

Table 31

Exercise

	Percent during the last two weeks who participated in any exercises, sports or physical activities
Total	71%
o Unconcerned Patrons	59
o Committed Patrons	83
o Vacillating Patrons	67
Sex	
o Male	
Total	73
18-34	78
35-54	70
55+	65
o Female	
Total	69
18-34	70
35-54	74
55+	60
Income	
o Less than $20K	61
o $20 - under $40K	73
o $40K+	75
Restaurant Usage	
o Light	70
o Medium	70
o Heavy	74

Table 32

Hours exercised per week by individuals who have exercised in past two weeks

Hours	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
< 1	12%	21%	9%	10%
1-2	22	19	21	26
2-3	15	14	15	15
3-4	12	9	13	12
4-5	14	13	16	14
5+	25	25	27	24
TOTAL	100%	100%	100%	100%

(*Note: may not total 100% due to rounding)

HEALTH RELATED ATTITUDES

Tables 33 and 34 present consumer attitudes concerning personal health and exercise.

Over seven out of ten adults (71 percent) report that they are often concerned about their health. Of particular note is that slightly over half (54 percent) of Unconcerned Patrons reported frequent concern compared to a much higher 80 percent for Committed Patrons.

About eight out of ten Americans indicated that being in peak physical condition was important and considered regular exercise to be vital to their health. Once again, Unconcerned Patrons were less likely to agree with these statements. For example, 93 percent of Committed Patrons felt that regular exercise was vital to their health compared to a lower 61 percent of Unconcerned Patrons.

Table 33

Percent Who Agree With Statement:

	You are often concerned about your health	Being in peak physical condition is important to you	Regular exercise is vital to your health
Total	71%	78%	83%
o Unconcerned Patrons	54	56	61
o Committed Patrons	80	88	93
o Vacillating Patrons	78	91	93
Sex			
o Male			
Total	70	76	82
18-34	64	75	82
35-54	75	77	83
55+	73	77	81
o Female			
Total	73	81	83
18-34	73	76	83
35-54	74	81	87
55+	69	88	77
Income			
o Less than $20K	73	80	81
o $20-under $40K	66	76	79
o $40K+	75	80	88
Restaurant Usage			
o Light	73	83	84
o Medium	73	76	81
o Heavy	68	76	84

Table 34

Mean Response to Statement:

	You are often concerned about your health	Being in peak physical condition is important to	Regular exercise is vital to your health
Total	4.1	4.2	4.4
o Unconcerned Patrons	3.6	3.7	3.7
o Committed Patrons	4.3	4.4	4.7
o Vacillating Patrons	4.3	4.6	4.6
Sex			
o Male			
Total	4.0	4.1	4.3
18-34	3.8	4.1	4.3
35-54	4.1	4.2	4.3
55+	4.2	4.2	4.4
o Female			
Total	4.1	4.3	4.4
18-34	4.1	4.2	4.3
35-54	4.3	4.3	4.6
55+	4.0	4.5	4.3
Income			
o Less than $20K	4.2	4.3	4.3
o $20-under $40K	3.9	4.2	4.3
o $40K+	4.1	4.2	4.6
Restaurant Usage			
o Light	4.1	4.4	4.4
o Medium	4.1	4.2	4.4
o Heavy	4.0	4.1	4.3

Note: Based on a 5 point scale where 5 = strongly agree and 1 = strongly disagree

GENERAL FOOD

RESTRICTED USE OF SELECTED FOODS/ADDITIVES

Many consumers report they are consciously restricting their use of foods high in fat and cholesterol and their use of salt, sugar and food additives (such as artificial flavors and colors). Seven out of ten adults (70 percent) say they are restricting their use of foods high in fat and controlling their salt intake while over six out of ten indicate they are controlling their intake of sugar and foods high in cholesterol.

The sex of the respondent appears to be an important factor in restricting use of certain foods and items. Overall, females were more likely to be watching their intake of the specific foods and items mentioned than were men. Women were most likely to be restricting their intake of foods high in fat (77 percent) while a lower proportion of males were doing so (62 percent).

Of the food/additives mentioned in the survey, males were most likely to be controlling their use of salt - 65 percent indicated so. Still, a higher 74 percent of women reported consciously restricting their use of salt.

Table 35

Percent Consciously Restricting Use of Selected Foods/Additives

TOTAL

Rank	Item	Percent
1-2	Salt	70%
1-2	Foods high in fat	70
3	Foods high in cholesterol	66
4	Sugar	63
5	Additives*	53

Females

Rank	Item	Percent
1	Foods high in fat	77%
2	Salt	74
3	Foods high in cholesterol	70
4	Sugar	66
5	Additives*	60

Males

Rank	Item	Percent
1	Salt	65%
2-3	Foods high in cholesterol	62
2-3	Food high in fat	62
4	Sugar	60
5	Additives*	46

* such as artificial flavors and colors

Table 36

Dietary Practices

	Percent who in past year restricted diet of:				
				Foods High in:	
	Salt	Additives*	Sugar	Cholesterol	Fat
Total	70%	53%	63%	66%	70%
o Unconcerned Patrons	47	31	41	45	49
o Committed Patrons	88	69	79	83	84
o Vacillating Patrons	69	55	64	67	73
Sex					
o Male					
Total	65	46	60	62	62
18-34	55	37	52	56	56
35-54	73	55	61	66	63
55+	77	49	75	70	75
o Female					
Total	74	60	66	70	77
18-34	66	56	52	59	69
35-54	77	63	74	79	81
55+	80	59	73	72	81
Income					
o Less than $20K	64	48	55	61	61
o $20-under $40K	66	42	59	59	66
o $40K+	76	60	71	71	74
Restaurant Usage					
o Light	74	55	66	69	77
o Medium	71	54	63	71	70
o Heavy	63	49	59	57	60

* such as artificial flavors and colors

Consciously eat

Over half of adults (52 percent) report that they consciously eat foods high in calcium while almost seven out of ten (68 percent) consciously eat foods high in fiber. Seventy (70) percent of Americans also indicate that they consciously eat starchy foods, such as rice, pasta, and whole grain breads.

Overall, females were more likely than average to be eating foods high in fiber, calcium and starch. Three out of four women (75 percent) reported they were consciously eating foods high in fiber compared to three out of five men (62 percent). Individuals age 55 and above were more likely than average to be eating foods high in fiber.

Table 37

Percent Who Consciously Eat:

	Foods high in fiber	Foods high in calcium	Starchy foods*
Total	68%	52%	70%
o Unconcerned Patrons	46	41	60
o Committed Patrons	84	55	73
o Vacillating Patrons	72	61	75
Sex			
o Male			
Total	62	48	64
18-34	54	46	64
35-54	65	54	67
55+	75	42	61
o Female			
Total	75	56	74
18-34	64	53	76
35-54	80	56	71
55+	81	59	76
Income			
o Less than $20K	60	58	69
o $20-under $40K	61	49	66
o $40K+	74	48	73
Restaurant Usage			
o Light	70	54	66
o Medium	70	50	72
o Heavy	63	53	70

* such as rice, pasta, and whole grain breads

FOOD RELATED STATEMENTS

Consumers were asked to indicate how strongly they agreed or disagreed with a variety of food related statements. (A ranking scale of 1 to 5 was used where a 5 was "strongly agree" and a 1 was "strongly disagree").

Almost nine out of ten Americans (88 percent) agreed that good diet and nutrition played a role in the prevention of serious illness such as heart disease and cancer. A somewhat high proportion of females (92 percent) agreed with the statement than males (84 percent). Virtually all Committed Patrons (99 percent) agreed compared to 69 percent of Unconcerned Patrons.

Eighty-four (84) percent of consumers reported that eating a lot of fruits and vegetables was important to them while seven out of ten (69 percent) preferred broiled foods to fried foods. It is interesting to note that just over one out of three (37 percent) Unconcerned Patrons preferred broiled to fried compared to a much higher 86 percent of Committed Patrons.

Demonstrating that many consumers are open to suggestions, only one out of three (38 percent) agreed that they were tired of hearing about what's good and bad for them when it comes to food. Of note is that individuals age 55 and over were most likely to agree that they were tired of hearing about what's good and bad for them when it comes to food.

On the topic of taste, just over two out of ten adults agreed with the statements that "low calorie means less taste" and "foods that are good for you usually don't taste good." Committed patrons were least likely to agree while the

Vacillating Patrons were most likely. Overall, it appears that taste was not a major drawback in terms of how consumers perceive low calorie and nutritional foods.

While 16 percent of consumers felt it was important to eat a lot of red meat, just four (4) percent of Committed Patrons agreed compared to 27 percent of Vacillating Patrons.

Table 38

Food Related Statements

Percent Agreeing With

STATEMENT:	Good diet & nutrition play a role in the prevention of serious illness such as heart disease & cancer	Eating a lot of fruits & vegetables is important to you	You prefer broiled foods to fried foods	It's important to eat three well-balanced meals each day	Fried food is bad for you	You are tired of hearing about what's good & bad for you when it comes to food	Low calorie means less taste	Foods that are good for you usually don't taste good	It's important to eat a lot of red meat
Total	88%	84%	69%	63%	63%	38%	24%	21%	16%
Unconcerned	69	71	37	49	39	46	26	21	21
Committed	99	91	86	65	75	19	10	13	4
Vacillating	95	91	82	77	72	57	42	37	27
Sex									
Male-Total	84	78	61	60	57	40	26	21	22
18-34	83	74	56	62	48	40	25	19	25
35-54	86	79	65	56	48	36	30	24	20
55 +	81	87	68	64	68	50	20	21	18
Female-Total	92	90	76	66	68	37	23	21	10
18-34	90	85	69	59	64	33	19	19	11
35-54	94	94	80	70	71	28	21	18	5
55 +	94	92	80	70	71	58	31	28	16
Income									
< $20K	85	85	66	70	59	46	30	28	21
$20K - $40K	85	83	61	55	61	39	29	27	18
$40K +	92	82	79	58	71	33	23	15	15
Restaurant Usage									
Light	88	90	71	68	61	41	22	21	15
Medium	90	85	73	60	65	39	26	20	13
Heavy	86	76	61	61	61	35	25	22	20

Table 39
Food Related Statements

Mean Response to:

STATEMENT:	Good diet & nutrition play a role in the prevention of serious illness such as heart disease & cancer	Eating a lot of fruits & vegetables is important to you	You prefer broiled foods to fried foods	It's important to eat three well-balanced meals each day	Fried food is bad for you	You are tired of hearing about what's good & bad for you when it comes to food	Low calorie means less taste	Foods that are good for you usually don't taste good	It's important to eat a lot of red meat
Total	4.5	4.4	4.0	3.9	3.8	3.0	2.5	2.3	2.2
Unconcerned	3.9	4.0	3.0	3.4	3.2	3.3	2.6	2.4	2.5
Committed	4.9	4.6	4.5	3.9	4.2	2.4	1.9	1.7	1.6
Vacillating	4.8	4.6	4.4	4.3	4.1	3.6	3.2	2.9	2.7
Sex									
Male-Total	4.4	4.2	3.7	3.7	3.7	3.2	2.6	2.4	2.4
18-34	4.3	4.1	3.5	3.8	3.5	3.2	2.6	2.3	2.6
35-54	4.5	4.3	3.8	3.7	3.7	3.0	2.7	2.5	2.4
55 +	4.4	4.5	4.1	3.7	4.0	3.4	2.5	2.3	2.1
Female-Total	4.7	4.6	4.2	4.0	4.0	3.0	2.4	2.2	2.0
18-34	4.5	4.4	4.0	3.7	3.8	2.8	2.2	2.1	2.0
35-54	4.7	4.6	4.3	4.1	4.1	2.7	2.4	2.1	1.8
55 +	4.7	4.7	4.2	4.1	4.0	3.6	2.8	2.6	2.2
Income									
< $20K	4.4	4.5	3.9	4.0	3.7	3.2	2.8	2.5	2.4
$20K - $40k	4.5	4.3	3.7	3.7	3.8	3.1	2.7	2.6	2.4
$40K +	4.6	4.4	4.3	3.8	4.1	2.9	2.4	2.0	2.1
Restaurant Usage									
Light	4.5	4.6	4.1	4.0	3.8	3.1	2.5	2.2	2.1
Medium	4.6	4.4	4.1	3.8	3.9	3.1	2.5	2.2	2.2
Heavy	4.5	4.2	3.7	3.7	3.8	2.9	2.6	2.4	2.4

Note: Based on a 5 point scale where 5 = strongly agree and 1 = strongly disagree

EATING BEHAVIOR

Consumers were asked to indicate how well certain statements described their eating behavior. (A ranking scale of 1 to 5 was used where a 5 was "describes your behavior completely" and a 1 was "doesn't describe your behavior at all.") Results are summarized below.

Skipping Meal

Over half of adult Americans (55 percent) report that they often skip at least one meal each day. While virtually equal proportions of men (57 percent) and women (54 percent) say they often skip a meal a day, males between 35 and 54 years old are most likely to do so (62 percent). Females age 55 and over are least likely to say that they often skip at least one meal each day (47 percent)

Vacillating Patrons (65 percent) and Unconcerned Patrons (62 percent) are more likely to describe themselves as having skipped at least one meal a day than are Committed Patrons (42 percent).

Pay Attention to Nutritional Value of Food

Although over half of consumers (55 percent) indicate that they pay attention to the nutritional content of the food they eat, women overall are much more likely to do so. Sixty-three (63) percent of females described themselves as paying attention to nutritional content compared to 45 percent of males. Individuals of both sexes age 55 and over were most likely to pay attention -- 72 percent of women 55 years and older and 62 percent of men age 55 and above.

A light restaurant user (defined as someone who patronized a restaurant two times or less in a two week period) was more likely to pay attention to nutritional content than the heavy

Table 40

Eating Behavior
1989

Rank	Statement	Percent Descriptive
1/2	You paid attention to the nutritional content of the food you eat	55%
1/2	You often skip at least one meal each day	55
3	You eat what you want whenever you feel like it	51
4	Other members of your family affect what you eat	46
5	You're a "meat and potatoes" person	41
6	You pay attention to the calorie content of the food you eat	40
7	You prefer to eat many small meals or snacks throughout the day rather than the standard three full meals a day	32

restaurant patron (7 or more times in a two week period). (A medium restaurant user in this report is defined as someone who patronized a restaurant three to six times in a two week period.) Of particular note is the dramatic difference between Unconcerned and Committed Patrons. Almost eight out of ten (77 percent) Committed Patrons paid attention to nutritional content compared to a much lower 23 percent of Unconcerned Patrons.

Eating Whatever, Whenever

While half of Americans describe their eating behavior as eating what they want whenever they feel like it, Unconcerned and Vacillating Patrons (70 percent) are much more likely to engage in this type behavior than are Committed Patrons (21 percent)

Individuals with lower household incomes are more likely to describe their eating behavior in this manner than are consumers from higher income households. In addition, heavy restaurant users are more likely to describe themselves as eating whatever they want whenever compared to light restaurant users.

Meat and Potatoes Person

Men are more likely to describe themselves as being a "meat and potatoes" person than women Over half (52 percent) of males report that the statement "You're a meat and potatoes person" describes their eating behavior compared to less than one out of three (31 percent) females.

Sixty-one (61 percent) of Unconcerned Patrons indicated that their behavior could be described as "meat and potatoes" versus a much lower 12 percent of Committed Patrons.

When household income is taken into consideration, over half of individuals from households with annual incomes less than $40,000 described themselves as a "meat and potatoes" person while only 29 percent of those with incomes above $40,000 did so.

Pay Attention to Calorie Content

Half of adult women say they pay attention to the calorie content of the food they eat. Less than one out of three (30 percent) men report doing so.

And which age group of women is most likely to pay attention to calories? Those 35 to 54 years old, with 61 percent of these females aware of the calorie content of the foods they consume.

Only 15 percent of Unconcerned Patrons give calories any consideration versus a much higher 59 percent of Committed Patrons.

Snacks and Small Meals

Almost one out of three (32 percent) adults report that they prefer to eat many small meals and snacks throughout the day rather than the standard three full meals a day. Women appear to be more inclined to this type of eating behavior than do men.

Over one out of three females (38 percent) prefer many small meals and snacks in the course of a day compared to a lower one out of four (25 percent) males.

Vacillating Patrons are most likely to prefer this type of eating behavior.

Table 41

Eating Behavior

Percent Agreeing With:

STATEMENT:	You often skip at least one meal each day	You pay attention to the nutritional content of the food you eat	You eat what you want whenever you feel like it	Other members of your family affect what you eat	You're a "meat & "potatoes" person	You pay attention to the calorie content of the food you eat	You prefer to eat many small meals or snacks throughout the day rather than the standard three full meals a day
Total	55%	55%	51%	46%	41%	40%	32%
Unconcerned	62	23	70	39	61	15	32
Committed	42	77	21	46	12	59	24
Vacillating	65	58	70	55	59	42	41
Sex							
Male-Total	57	45	55	41	52	30	25
18-34	56	40	58	39	55	24	25
35-54	62	44	53	43	49	32	22
55 +	48	62	50	39	48	41	29
Female-Total	54	63	47	52	31	50	38
18-34	51	53	52	56	35	40	36
35-54	[illegible]	67	37	54	26	61	37
55 +	[illegible]	72	55	42	32	45	43
Income							
< $20K	[illegible]	53	59	40	52	41	34
$20K - $40K	59	43	54	44	51	33	27
$40K +	56	59	44	49	29	42	31
Restaurant Usage							
Light	48	63	46	40	38	43	30
Medium	56	52	49	52	40	43	33
Heavy	63	47	59	47	46	32	31

Table 42

Eating Behavior

Mean Response to:

STATEMENT:	You often skip at least one meal each day	You pay attention to the nutritional content of the food you eat	You eat what you want whenever you feel like it	Other members of your family affect what you eat	You're a "meat & "potatoes" person	You pay attention to the calorie content of the food you eat	You prefer to eat many small meals or snacks throughout the day rather than the standard three full meals a day
Total	3.4	3.5	3.4	3.1	3.1	3.0	2.6
Unconcerned	3.6	2.5	4.0	2.9	3.8	2.1	2.6
Committed	3.0	4.2	2.4	3.1	2.1	3.7	2.3
Vacillating	3.7	3.7	4.0	3.4	3.7	3.2	3.0
Sex							
Male-Total	3.5	3.2	3.5	2.9	3.5	2.6	2.4
18-34	3.4	3.1	3.6	2.9	3.6	2.4	2.5
35-54	3.7	3.3	3.4	3.0	3.4	2.8	2.3
55 +	3.1	3.6	3.4	2.9	3.4	2.9	2.3
Female-Total	3.4	3.8	3.2	3.3	2.8	3.4	2.8
18-34	3.7	3.5	3.4	3.4	2.8	3.0	2.7
35-54	3.3	4.0	3.0	3.4	2.7	3.7	2.8
55 +	3.1	4.1	3.3	2.9	2.8	3.3	2.9
Income							
< $20K	3.4	3.5	3.6	2.9	3.5	3.0	2.7
$20K - $40K	3.5	3.2	3.5	3.1	3.4	2.8	2.5
$40K +	3.4	3.7	3.1	3.2	2.7	3.1	2.5
Restaurant Usage							
Light	3.2	3.8	3.2	3.0	3.0	3.1	2.5
Medium	3.5	3.5	3.3	3.3	3.1	3.1	2.7
Heavy	3.7	3.2	3.7	3.2	3.3	2.7	2.6

Note: Based on a 5 point scale where 5 = "describes your behavior completely" and 1 = "does not describe your behavior at all."

RESTAURANT RELATED

o Behavior

FREQUENCY OF ORDERING FROM RESTAURANTS

Consumers were asked approximately how many times in the past two weeks they had eaten a meal, snack or ordered take-out or home delivery from fast food, family and fine dining restaurants.

The majority of eating occasions occurred at fast food or takeout restaurants - almost three out of five (58 percent) occurred at these establishments. Family or moderately priced restaurants captured 32 percent of dining occasions, followed by fine dining or atmosphere restaurants with 10 percent.

Consumers ate at fast food or takeout restaurants an average of 3.2 times in a two week period compared to 1.7 times for family or moderately priced establishments and 0.5 times for fine dining or atmosphere restaurants. Table 43 shows the average number of times in the past two weeks consumers have eaten a meal or snack or ordered takeout or home delivery foods and beverages from

- fast food or takeout restaurants
- family or moderately priced restaurants
- fine dining or atmosphere restaurants

by several demographic groupings as well as the three consumer groups.

Results indicate that males have a higher average frequency of eating out than females for all three restaurant categories. In addition, frequency is higher for individuals from higher income households.

Unconcerned Patrons have the highest average number of times eaten out at fast food and family restaurants while Vacillating Patrons appear to have a slight edge at fine dining establishments.

Table 43

Average Number of Times Eaten Out in Past Two Weeks

	Fast food/ Takeout	Family/ Moderately Priced	Fine dining/ Atmosphere
Total	3.2	1.7	0.5
o Unconcerned Patrons	4.1	2.1	0.5
o Committed Patrons	2.3	1.6	0.5
o Vacillating Patrons	3.3	1.5	0.6
Sex			
o Male			
Total	4.0	2.0	0.6
18-34	4.6	2.1	0.7
35-54	3.9	2.0	0.5
55+	2.7	2.0	0.6
o Female			
Total	2.4	1.5	0.5
18-34	3.1	1.4	0.5
35-54	2.3	1.6	0.5
55+	1.3	1.2	0.5
Income			
o Less than $20K	2.8	1.2	0.2
o $20-under $40K	3.5	1.9	0.6
o $40K+	3.8	2.2	0.7
Restaurant Usage			
o Light*	0.6	0.3	0.1
o Medium**	2.3	1.5	0.5
o Heavy***	7.4	3.7	1.2

* 0-2 eating occasions in a two week period
** 3-6 eating occasions in a two week period
*** 7 or more eating occasions in a two week period

Table 44 shows a breakdown of eating occasions by the three restaurant categories for Unconcerned, Committed and Vacillating Patrons. Approximately three out of five (60 percent) occasions for Unconcerned and Vacillating Patrons took place at fast food restaurants compared to a lower 52 percent for Committed Patrons. Still, over half of Committed Patrons dining occasions occurred at fast food or takeout establishments.

Fine dining establishments captured eight (8) percent of Unconcerned Patrons occasions compared to a higher 12 percent for Committed and Vacillating Patrons. In addition, Committed Patrons were more likely than average to patronize family/moderately priced establishments. Thirty-six (36) percent of eating occasions for Committed Patrons occurred at these establishments compared to 32 percent overall.

Table 44

Proportion of Eating Occasions by Restaurant Type

	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Fast food/takeout	58%	61%	52%	60%
Family/moderately priced	32	31	36	28
Fine dining/ atmosphere	10	8	12	12
Total Occasions	100%	100%	100%	100%

Tables 45 and 46 present ordering incidence during a two week period for each consumer segment and by several demographic characteristics.

These exhibits highlight the differences which exist among the three consumer segments concerning restaurant patronage. For example, while fast food restaurants enjoy higher popularity overall, dramatic differences exist among patronage of these establishments by Unconcerned and Committed Patrons. Just 16 percent of Unconcerned Patrons reported they had not patronized a fast food establishment during the previous two week period compared to a higher 31 percent of Committed Patrons. Conversely, Committed Patrons were somewhat more likely than Unconcerned Patrons to have visited a family/moderately priced establishment. Vacillating Patrons were the most likely among the three groups to have visited a fine dining/atmosphere establishment.

Fast food restaurants were more likely than average to be patronized by males, particularly 18 to 34 years old, while females were more likely to visit family/moderately priced establishments. Fine dining restaurants were equally popular among both sexes. Not surprisingly, individuals from households with incomes of $40,000 and above were more likely than average to patronize fast food, family and fine dining establishments since higher income individuals spend a larger proportion of their food dollar away from home.

Table 45

Frequency of Ordering by Restaurant Type During a Two Week Period

		Male				Female				Income		
Incidence	Total	Total	18-34	35-54	55+	Total	18-34	35-54	55+	<$20K	$20K-<$40K	$40K+
Fast Food/Takeout												
None	25%	20%	12%	22%	36%	29%	21%	22%	56%	30%	21%	20%
Once	16	10	7	11	14	21	20	25	16	11	16	13
Twice	19	21	20	22	19	18	17	19	17	19	20	17
Three times	10	10	10	9	10	11	14	12	5	12	10	14
Four times	9	11	15	7	10	6	5	10	1	9	9	9
Five times	6	7	8	8	2	3	5	3	0	5	4	6
Six or more times	15	22	29	21	8	11	18	9	5	14	21	20
Family/Moderately Priced												
None	34%	32%	30%	37%	26%	37%	38%	31%	44%	43%	37%	26%
Once	23	21	25	18	17	25	26	27	20	27	20	21
Twice	21	22	18	21	34	20	21	19	20	16	19	26
Three times	9	9	8	9	11	8	3	13	7	4	7	11
Four times	6	6	7	7	3	5	5	5	6	6	7	5
Five times	3	3	4	1	2	4	5	3	3	2	2	6
Six or more times	4	7	7	8	7	2	2	3	1	2	7	6
Fine Dining/Atmosphere												
None	70%	69%	66%	74%	66%	70%	70%	68%	72%	80%	67%	61%
Once	18	17	18	14	18	19	19	23	14	14	21	20
Twice	7	8	8	6	12	7	7	6	8	4	6	10
Three times	2	4	5	3	2	1	2	1	1	1	3	5
Four times	1	1	0	1	1	2	1	1	3	1	1	2
Five times	1	1	0	1	1	1	1	0	1	1	0	1
Six or more times	1	1	2	1	0	1	1	1	0	0	1	1

Note: may not sum to 100% due to rounding.

Table 46

Frequency of Ordering by Restaurant Type During a Two-Week Period

Incidence	Total	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Fast Food/Takeout				
None	25%	16%	31%	26%
Once	16	14	17	16
Twice	19	15	24	18
Three times	10	12	8	12
Four times	9	12	7	7
Five times	6	6	4	6
Six or more times	15	25	10	16
Family/Moderately Priced				
None	34	33	36	34
Once	23	25	23	21
Twice	21	18	21	23
Three times	9	5	9	12
Four times	6	5	5	7
Five times	3	5	5	7
Six or more times	4	8	4	1
Fine Dining/Atmosphere				
None	70	73	70	65
Once	18	18	17	20
Twice	7	5	9	8
Three times	2	1	3	3
Four times	1	1	1	2
Five times	1	1	0	1
Six or more times	1	1	0	1

Note: may not sum to 100% due to rounding.

Table 47 highlights that Unconcerned Patrons account for the largest proportion of eating out occasions, representing almost two out of five (39 percent) occasions. Committed Patrons accounted for 32 percent and Vacillating Patrons 29 percent, respectively.

Only in fine dining/atmosphere restaurants do Committed Patrons represent the largest proportion of occasions - 37 percent - compared to Vacillating (34 percent) and Unconcerned (29 percent). Committed Patrons account for almost the same proportion of occasions at family style restaurants (36 percent) as do Unconcerned Patrons (38 percent).

Table 47

Proportion of Eating Occasions by Consumer Segment

	Total	Fast Food/ Takeout	Family/ Moderately Priced	Fine Dining/ Atmosphere
Unconcerned Patrons	39%	41%	38%	29%
Committed Patrons	32	29	36	37
Vacillating Patrons	29	30	25	34
Total	100%	100%	100%	100%

(Note: may not total 100% due to rounding)

Table 48 breaks down all consumers' dining occasions and allocates them by restaurant type and consumer segment in an attempt to show the market size based on dining frequency. (It is important to remember that a market size estimation based on dollars would differ dramatically since average check by restaurant type would differ.) The largest proportion of occasions occurred at fast food establishments by Unconcerned Patrons - almost one out of four (24 percent).

Table 48

Total Eating Occasions Allocated by Restaurant Type and Consumer Segment

	Unconcerned Patrons		Committed Patrons		Vacillating Patrons	
Fast food/takeout	24%		17%		17%	
Family/Moderately priced	12		12		8	
Fine dining/ atmosphere	3		4		3	
Total Occasions	39%	+	32%	+	29%	= 100%

Note: may not sum to total due to rounding.

FOOD AND NON-ALCOHOLIC BEVERAGES

Likelihood of Trying and Ordered in Past Year

This section presents data on the likelihood of trying 27 different food items and also shows the proportion of adults who report they have ordered each item within the past year.

The foods are organized in the following categories

Breakfast items/Appetizers
Entrees
Desserts
Beverages
Other food items

In addition, it is possible for the reader to examine these food items by several different approaches. For example, food items can be ranked in terms of likelihood of trying or by certain demographic characteristics, such as men age 55 and over. Table 49 ranks the 27 food items based on overall likelihood of trying for all consumers while Table 50 ranks the items by the proportion of consumers who have ordered in the past year.

Of the 27 food items included in the survey, fresh fruit was the one most likely to be tried and ordered in the last year with raw fish or raw shellfish least likely. For at least nine of the 27 food items more adults indicated they had ordered the item in the past year than said they were likely to try the item. This list includes foods that consumers might feel guilty about consuming especially when they know they are being asked about their nutrition concerns.

Food Item	Percent of Adults Likely To Order	Percent of Adults Ordered in Past Year
Steak or roast beef	75%	81%
Fried fish or seafood	57	65
Fried chicken	53	61
Regular soft drink	52	60
Premium ice cream	50	53
Diet soft drink	42	48
Rich, gooey or chocolate desserts	41	48
Caffeine-free coffee	32	35
Raw fish or shellfish	15	18

Table 49

Items Likely to Try in Restaurants
1989

Rank	Item	Percent Likely to Try
1	Fresh fruit	88%
2	Lean meats	81
3	Broiled or baked fish or seafood	78
4	Steak or roast beef	75
5	Poultry without skin	74
6	Whole grain muffins	67
7	Vegetables seasoned only with herbs or lemon juice	64
8	Raw vegetable appetizer	61
9	Reduced calorie salad dressing	58
10/11	Food cooked without salt	57
10/11	Fried fish or seafood	57
12/13	Cereal served with skim or lowfat milk	53
12/13	Fried chicken	53
14	Regular soft drink	52
15/16	Low fat frozen yogurt	50
15/16	Premium ice cream	50
17	Low fat, low calorie, fruit-based desserts	49
18	Fruit ices or sorbet	46
19/20	Calorie controlled entree	45
19/20	Bagel or breads with low fat cream cheese	45
21	Low fat cottage cheese	44
22/23/24	Sugar substitute	42
22/23/24	Diet soft drink	42
22/23/24	Caffeine-free soft drink	42
25	Rich, gooey or chocolate desserts	41
26	Caffeine-free coffee	32
27	Raw fish or raw shellfish, such as raw oysters or sushi	15

Table 50

Items Ordered in Restaurants in Past Year

Rank	Item	Percent Ordered
1	Fresh fruit	82%
2	Steak or roast beef	81
3	Lean meats	80
4	Broiled or baked fish or seafood	79
5/6	Poultry without skin	65
5/6	Fried fish or seafood	65
7/8	Whole grain muffins	61
7/8	Fried chicken	61
9	Regular soft drink	60
10	Reduced calorie salad dressing	55
11	Premium ice cream	53
12	Raw vegetable appetizer	51
13	Low fat, frozen yogurt	50
14/15	Diet soft drink	48
14/15	Rich, gooey or chocolate desserts	48
16	Vegetables seasoned only with herbs or lemon juice	45
17/18	Fruit ices or sorbet	43
17/18	Caffeine-free soft drink	43
19/20	Cereal served with skim or lowfat milk	41
19/20	Sugar substitute	41
21	Low fat, low calorie, fruit-based desserts	40
22	Food cooked without salt	39
23	Low fat cottage cheese	38
24	Bagels or breads with low fat cream cheese	37
25	Caffeine-free coffee	35
26	Calorie controlled entree	34
27	Raw fish or raw shellfish, such as raw oyster or sushi	18

Breakfast Items (Three items were included)

- More than two out of three (67 percent) Americans indicated that they were likely to order whole grain muffins compared to just over one of two (53 percent) for cereal with skim or lowfat milk.
- Committed Patrons were much more likely to order muffins made of whole grains - 78 percent said they would compared to a lower 52 percent of Unconcerned Patrons.
- Females were also more likely to order whole grain muffins at restaurants - 71 percent of women compared to 61 percent of men.
- Almost half of adults (45 percent) reported they were likely to order bagel or breads with low fat cream cheese. Over one out of three (37 percent) ordered in the past year.
- Committed Patrons (68 percent) were almost twice as likely to order cereal with skim or low fat milk than Unconcerned Patrons (35 percent).
- Bagels or bread with low fat cream cheese were less likely to be ordered by individuals age 55 and over.

Appetizers (Two items were included)

- Over six out of ten (61 percent) adults indicated they were likely to order a raw vegetable appetizer, with over half (51 percent) having actually ordered in the past year.
- Raw vegetable appetizers were most likely to be ordered by Committed Patrons (75 percent) and least likely to be ordered by Unconcerned Patrons (47 percent). Also, raw vegetable appetizers were more popular with higher income households.
- Raw fish or raw shellfish, such as raw oysters or sushi, were likely to be ordered by just 15 percent of Americans. Eighteen (18) percent indicated they had ordered in the past year.
- Men were over twice (21 percent) as likely to try raw fish or shellfish items than women (10 percent).

Table 51

Percent Indicating Likely To Try and Ordered in past Year

	Breakfast Items						Appetizers			
	Whole Grain Muffins		Cereal With Skim or Low Fat Milk		Bagel or Bread With Low Fat Cream Cheese		Raw Vegetable Appetizer		Raw Fish or Shellfish Such as Sushi or Raw Oyster	
	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered
Total	67%	61%	53%	41%	45%	37%	61%	51%	15%	18%
Unconcerned	52	48	35	27	37	30	47	37	14	15
Committed	78	72	68	53	52	44	75	64	19	22
Vacillating	67	60	54	40	45	37	58	50	13	16
Sex										
Male-Total	61	56	49	38	38	33	57	50	21	23
18-34	64	57	51	39	42	37	58	52	20	22
35-54	60	59	44	37	41	33	61	52	24	27
55 +	56	45	52	38	22	21	50	39	16	17
Female-Total	71	66	58	44	51	42	65	53	10	13
18-34	74	70	56	43	63	50	67	56	16	19
35-54	75	70	61	46	53	42	70	55	9	11
55 +	62	52	57	43	29	30	52	42	4	7
Income										
< $20K	64	46	50	36	43	33	55	40	15	14
$20K - $40K	71	63	51	42	42	36	63	53	15	17
$40K +	71	73	58	45	50	42	71	64	20	22
Restaurant Usage										
Light	65	55	56	42	41	33	64	49	13	16
Medium	69	64	55	43	46	39	61	52	14	16
Heavy	65	64	49	39	47	41	58	52	19	23

Entrees (Six items were included)

Lean Meats

- Over eight out of ten (81 percent) adults report they are likely to try lean meats at restaurants if available. Eighty (80) percent have ordered in the past year.
- Females are most likely to try - 84 percent versus 77 percent for men - and to have ordered in the past year.

Broiled or Baked Fish or Seafood

- Broiled/baked fish/seafood is equally popular with men and women. Eight out of ten males (80 percent) and 77 percent of females reported they are likely to try.
- This type of fish/seafood is less popular with individuals having household income of less than $20,000.

Steak or Roast Beef

- Three out of four (75 percent) Americans reported they are likely to try steak or roast beef while a higher 81 percent actually ordered within past year.
- Fifty-eight (58) percent of Committed Patrons said they were likely to try steak or roast beef yet 72 percent ordered within past year.
- Males were definitely more likely to have tried - 82 percent versus a lower 68 percent of females.
- While sixty-eight (68) percent of females indicated they are likely to try, seventy-seven (77) percent have ordered in the past year.

Poultry Without Skin

- Three out of four (74 percent) Americans are likely to try poultry without skin.
- Almost eight out ten (78 percent) of Committed Patrons have ordered within the past year but less than half (49 percent) of Unconcerned Patrons have.

Fried Fish or Seafood, Fried Chicken

- Fifty-seven (57) percent of adults reported they are likely to try fried fish or seafoods at restaurants. Fifty-three (53) percent indicated they are likely to try fried chicken. A higher proportion of consumers have ordered fried fish or seafood (65 percent) and fried chicken (61 percent) in the past year.
- Committed consumers were least likely to try these fried items - 42 percent for fried fish/seafood and 32 percent for fried chicken. Still, 52 percent ordered fried fish/seafood and 46 percent ordered fried chicken within the past year.
- Males are more likely to try and order both of these fried food items.

Calorie Controlled Entree

- Almost half (45 percent) of adults indicated they would be likely to try a calorie controlled entree with over one out of three (34 percent) reporting they had ordered in the past year, perhaps indicating limited availability of this item.
- Committed consumers were most likely to try - over three out of every five (63 percent) - while Unconcerned Patrons were least likely (20 percent).
- Calorie controlled entrees were more likely to be ordered by females (57 percent) than males (31 percent) and by individuals with household incomes $40,000 and above (50 percent).

Table 52

Entrees

Percent Indicating Likely to Try and Ordered in Past Year

	Lean Meats		Broiled or Baked Fish or Seafood		Steak or Roast Beef		Poultry Without Skin		Fried Fish or Seafood		Fried Chicken		Calorie Controlled Entree	
	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered
Total	81%	80%	78%	79%	75%	81%	74%	65%	57%	65%	53%	61%	45%	34%
Unconcerned	74	72	69	69	87	88	59	49	74	76	70	76	20	13
Committed	81	82	88	89	58	72	85	78	42	52	32	46	63	53
Vacillating	86	85	75	75	84	85	77	64	60	69	61	66	47	32
Sex														
Male-Total	77	76	80	81	82	85	71	61	67	72	61	67	31	28
18-34	77	75	80	80	88	90	68	57	73	75	72	76	25	25
35-54	80	79	80	83	80	83	74	65	62	68	58	65	39	34
55 +	68	69	79	80	72	74	73	62	61	72	37	49	32	22
Female-Total	84	83	77	76	68	77	77	69	48	58	45	55	57	40
18-34	83	79	77	75	70	75	80	72	52	60	50	56	50	34
35-54	89	90	80	81	68	80	78	69	41	55	42	56	69	49
55 +	79	79	72	70	64	77	72	63	55	61	44	53	50	32
Income														
< $20K	79	79	68	69	81	82	72	53	63	72	61	65	41	25
$20K - $40K	81	76	81	78	80	85	76	62	63	67	58	67	42	32
$40K +	83	82	83	84	75	82	75	70	52	58	45	57	50	42
Restaurant Usage														
Light	79	77	76	73	68	73	79	65	54	59	45	51	47	33
Medium	85	84	79	82	79	86	76	68	55	66	53	60	46	37
Heavy	78	77	81	81	77	83	67	60	64	69	61	74	40	31

Desserts (Five items were included)

Fresh Fruit

- Fresh fruit is the dessert which most consumers indicated they are likely to try (88 percent). Most adults have ordered it in the past year (82 percent).
- Fresh fruit is least popular with males age 55 and over and most popular with females between 18 and 54 years old.

Premium Ice Cream

- While half of American adults (50 percent) are likely to try premium ice cream, it appears that more consumers ordered it within past year (53 percent). This phenomenon occurred for both sexes, perhaps reflecting the "guilt" many consumers may feel over food items perceived to be unhealthy or not nutritional.
- Premium ice cream was definitely more popular with males - 57 percent likely to order versus 44 percent for females.

Low Fat, Low Calorie Fruit Based Desserts

- Committed Patrons are almost twice as likely to order (63 percent) a low fat, low calorie fruit based dessert than are Unconcerned Patrons (33 percent).
- Almost six out of ten (59 percent) females age 55 and over indicated they were likely to order yet 38 percent reported doing so in past year, perhaps indicating that these items are not always available.

Fruit Ices or Sorbet

- Fruit ice or sorbet is definitely more popular with women - 53 percent likely to try compared to 38 percent of men.
- Fruit ice or sorbet is more popular among higher income households.

Rich, Gooey or Chocolate Desserts

- Another one of the "guilt" foods - more adults (48 percent) tried it in the past year than indicated they are likely to try (41 percent). This phenomenon especially occurred with Committed Patrons - 38 percent indicated trying versus 28 percent saying likely to try.
- Of particular note is that these type desserts are virtually equal in popularity among men (40 percent) and women (42 percent).

Table 53
Desserts

Percent Indicating Likely to Try and Ordered in Past Year

	Fresh Fruit		Premium Ice Cream		Lowfat, Low Calorie Fruit Based Desserts		Fruit Ices or Sorbet		Rich, Gooey or Chocolate Dessert	
	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered
Total	88%	82%	50%	53%	49%	40%	46%	43%	41%	48%
Unconcerned	83	76	60	57	33	24	40	38	52	58
Committed	92	88	40	45	63	52	51	49	28	38
Vacillating	88	80	54	58	52	42	45	42	48	50
Sex										
Male-Total	86	82	57	59	38	33	38	38	40	46
18-34	89	86	66	67	40	33	40	41	49	55
35-54	88	82	56	56	40	35	40	39	37	47
55 +	77	74	39	44	28	28	30	29	25	24
Female-Total	89	82	44	47	59	47	53	48	42	49
18-34	91	85	52	53	53	47	57	51	52	58
35-54	91	86	56	39	64	54	54	51	41	47
55 +	84	69	44	49	59	38	44	39	30	38
Income										
< $20K	86	72	56	56	49	33	39	35	45	43
$20K - $40K	86	83	56	57	48	38	47	40	44	51
$40K +	93	87	44	51	47	43	51	51	40	49
Restaurant Usage										
Light	86	77	48	49	53	41	48	39	36	40
Medium	89	84	50	54	48	40	43	44	44	52
Heavy	89	87	53	55	46	39	47	47	44	52

Beverages (Four items were included)

- While over half (52 percent) of Americans indicated that they were likely to order a regular soft drink at a restaurant, a higher 60 percent reported doing so in the past year.
- Unconcerned Patrons were almost twice as likely (68 percent) to order a regular soft drink than Committed Patrons (35 percent).
- Males were more likely to order a regular soft drink - 61 percent compared to 45 percent of females.
- Heavy restaurant users were more likely to request regular soft drinks - 62 percent versus 45 percent of light restaurant users.
- Forty-two (42) percent of Americans said they were likely to order a diet soft drink - the same proportion as for a caffeine-free soft drink.
- Both diet soft drink and caffeine-free soft drinks were more likely to be ordered by women.
- One out of three adults (32 percent) were likely to request caffeine-free coffee at restaurants with a higher 35 percent reporting they had ordered in the past year.
- Caffeine-free coffee was most likely to be ordered by women age 55 and over (44 percent)

Table 54

Beverages

Percent Likely to Try and Ordered in Past Year

	Regular Soft Drink		Diet Soft Drink		Caffeine-Free Soft Drink		Caffeine-Free Coffee	
	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered
Total	52%	60%	42%	48%	42%	43%	32%	35%
Unconcerned	68	75	29	33	33	32	20	22
Committed	35	47	53	62	49	53	38	45
Vacillating	59	62	42	47	42	42	37	36
Sex								
Male-Total	61	68	37	42	36	37	27	32
18-34	72	77	29	36	41	39	20	22
35-54	61	70	42	49	35	38	38	37
55 +	28	38	46	43	24	30	37	46
Female-Total	45	54	47	54	47	49	36	38
18-34	57	70	43	51	51	50	26	25
35-54	41	50	51	59	47	54	41	46
55 +	33	36	48	52	43	39	44	44
Income								
< $20K	56	63	34	41	40	42	34	34
$20K - $40K	64	67	38	47	41	41	29	32
$40K +	47	58	47	54	42	46	31	35
Restaurant Usage								
Light	45	49	47	50	41	40	32	36
Medium	52	64	41	50	47	49	36	38
Heavy	62	71	38	44	35	40	25	29

Other Food Items (Six items were included)

- Over six out of ten (64 percent) adults report they are likely to try vegetables seasoned only with herbs or lemon juice. Females are more likely (69 percent) than males (58 percent) as are Concerned Patrons (78 percent) compared to Uncommitted Patrons (43 percent)
- Almost six out of ten consumers indicate they are likely to try a reduced calorie salad dressing and food cooked without salt. Concerned Patrons are almost twice as likely to try these foods compared to Uncommitted Patrons.
- Half of all Americans (50 percent) say they are likely to try low fat frozen yogurt at restaurants and half have ordered it in the past year. Frozen yogurt is less popular among consumers age 55 and over, especially men, and more popular with consumers having incomes above $40,000.
- Over four out of ten adults are likely to try low fat cottage cheese. The same proportion also indicated they were likely to try sugar substitute. Both items were more likely to be tried and ordered by women. However, males age 55 and above were the most likely to try sugar substitute.

Table 55

Other Food Items

	Vegetables Seasoned With Herbs or Lemon Juice		Reduce Calorie Salad Dressing		Food Cooked Without Salt		Low Fat Frozen Yogurt		Low Fat Cottage Cheese		Sugar Substitute	
	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered	Likely	Ordered
Total	64%	45%	58%	55%	57%	39%	50%	50%	44%	38%	42%	41%
Unconcerned	43	27	38	35	35	18	37	39	27	22	31	28
Committed	78	57	71	71	69	50	66	63	57	46	50	49
Vacillating	67	49	62	57	65	45	44	44	46	43	42	44
Sex												
Male-Total	58	42	50	48	56	37	41	42	37	30	38	36
18-34	57	41	44	41	56	33	49	49	33	25	34	33
35-54	58	41	55	52	56	42	40	45	42	35	34	32
55 +	58	45	57	58	54	35	23	19	37	33	54	52
Female-Total	69	48	64	62	58	40	59	57	51	45	45	46
18-34	70	52	59	59	56	37	67	63	48	45	38	35
35-54	73	48	71	68	59	42	58	60	51	45	52	54
55 +	60	40	61	58	61	42	47	43	56	45	50	49
Income												
< $20K	57	41	56	47	57	34	50	38	46	35	42	36
$20K - $40K	62	41	54	48	56	32	45	48	48	42	42	39
$40K +	69	52	61	64	59	45	58	57	47	39	39	43
Restaurant Usage												
Light	66	43	62	56	56	38	53	47	48	40	46	44
Medium	63	48	58	58	61	41	51	52	45	37	39	38
Heavy	62	43	52	51	52	36	46	50	39	37	39	41

Tables 56 summarizes for the 27 food items the proportion of Unconcerned, Committed and Vacillating Patrons who indicated that they had ordered each item within the past year. Among Unconcerned Patrons, steak of roast beef was the food item most likely to be ordered while for Committed Patrons broiled or baked fish or seafood ranked first. Among Vacillating Patrons, lean meats and steak or roast beef were tied as the item most likely to be ordered. Table 57 ranks the top ten most popular foods by mean response for the three consumer groups.

Table 56

Percent Who Have Ordered in the Past Year

Food Item	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
Raw vegetable appetizer	37%	64%	50%
Calorie controlled entree	12	53	32
Food cooked without salt	18	50	45
Vegetables seasoned only with herbs or lemon juice	27	57	49
Low fat, low calorie fruit-based desserts	24	52	42
Rich, gooey or chocolate desserts	57	38	50
Reduced calorie salad dressing	35	71	57
Lean meats	72	82	85
Steak or roast beef	88	72	85
Poultry without skin	49	78	64
Broiled or baked seafood	69	89	75
Raw fish or raw shellfish such as oysters or sushi	14	22	16
Cereal served with skim milk or low fat milk	27	53	40
Whole grain muffins	48	72	60
Fresh fruit	76	88	80
Low fat cottage cheese	22	46	43
Bagel or breads with low fat cream cheese	30	44	37
Sugar substitute	28	49	44
Regular soft drink	75	47	62
Diet soft drink	33	62	47
Caffeine-free soft drink	32	53	42
Caffeine-free coffee	22	44	36
Fried chicken	76	46	66
Fried fish or seafood	76	52	68
Premium ice cream	57	45	58
Fruit ices or sorbets	38	49	42
Low fat frozen yogurt	39	63	44

Table 57

Ranking of Top Ten Most Popular Foods By Mean Response to the Question "HAVE YOU EVER ORDERED . . . IN PAST YEAR?"

Most Popular Foods	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
1	Steak or roast beef	Broiled or baked seafood	*Lean meats
2	*Fried chicken	Fresh fruit	*Steak or roast beef
3	*Fried fish or seafood	Lean meats	Fresh fruit
4	*Fresh fruit	Poultry w/o skin	Broiled or baked seafood
5	Regular soft drink	*Steak or roast beef	Fried fish or seafood
6	Lean meats	*Whole grain muffins	Fried chicken
7	Broiled or baked seafood	Reduce calorie salad dressing	Poultry w/o skin
8	*Premium ice cream	Raw vegetable appetizer	Regular soft drink
9	*Rich, gooey or chocolate desserts	Low fat frozen yogurt	Whole grain muffins
10	Poultry w/o skin	Diet soft drink	Premium ice cream

* identical scores

Table 58 presents the top ten food items from foods included in the survey that Unconcerned, Committed and Vacillating Patrons indicated they would be likely to order, if available. Table 59 highlights those foods that received mean scores higher than 3.5 (based on a 5 point scale where 5 equaled "very likely" to try and 1 equaled "would never use or try.")

Table 58

Ranking of Top Ten Most Popular Foods By Mean Response to the Question "IF AVAILABLE, HOW LIKELY WOULD YOU BE TO TRY EACH OF THE FOLLOWING ITEMS?"

Most Popular Foods in 1989	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
1	Steak or roast beef	Fresh fruit	Fresh fruit
2	Fresh fruit	*Broiled or baked seafood	*Steak or roast beef
3	Lean meats	*Poultry w/o skin	*Lean meats
4	*Fried chicken	Lean meats	Poultry w/o skin
5	*Fried fish or seafood	Whole grain muffins	Baked or broiled seafood
6	*Broiled or baked seafood	*Raw vegetable appetizer	Whole grain muffins
7	Regular soft drink	*Vegetable seasoned w/ only herbs or lemon juice	*Vegetable seasoned w/ only herbs or lemon juice
8	*Premium ice cream	Reduced calorie salad dressing	*Food cooked w/o salt
9	*Poultry w/o skin	Food cooked w/o salt	**Fried chicken
10	Rich, gooey or chocolate desserts	Cereal served w/ skim or low fat mil	**Fried fish or seafood **Reduced calorie salad dressing

* identical scores
** also identical scores

Table 59

Likelihood of Trying
- Foods That Had High Mean Scores in Each Group -

Unconcerned Patrons	Committed Patrons	Vacillating Patrons
ABOVE 4.0:	ABOVE 4.0:	ABOVE 4.0:
Steak or roast beef	Raw vegetable appetizer	Lean meats
Fresh fruit	Poultry w/o skin	Steak or roast beef
	Broiled or baked seafood	Poultry w/o skin
	Vegetable seasoned w/ only herbs or lemon juice	Broiled or baked seafood
	Whole grain muffins	Fresh fruit
	Fresh fruit	
ABOVE 3.5:	ABOVE 3.5:	ABOVE 3.5:
Lean meats	Calorie controlled entree	Food cooked w/o salt
Broiled or baked seafood	Reduced calorie salad dressing	Vegetable seasoned w/ only herbs or lemon juice
Regular soft drink	Cereal served w/ skim low fat milk	Whole grain muffins
Fried chicken	Low fat frozen yogurt	
Fried fish or seafood	Food cooked w/o salt	

(Note: Based on a 5 point scale where 5 = "very likely" to try and 1 = "would never use or order.")

PROFILE OF PATRONS ORDERING LIGHT, HEALTHY OR SPECIAL MENU ITEMS

Almost half (45 percent) of American adults report they have been to a restaurant or fast food place that offers light and healthy items, low calorie meals, or foods specially prepared with restrictive diet needs in mind (Table 60). Forty-nine (49) percent of women indicated they had done so compared to a lower two out of five males (40 percent).

Over one out of four adults (27 percent) reported they had ordered light, healthy or foods prepared with restrictive diet needs in mind during the past year (Table 61). Consistent with the findings of the segmentation analysis, Committed Patrons were more likely to have ordered light, healthy or special menu items.

Table 60

Proportion of Adults Who Have Been to a Restaurant That Offers Light, Healthy or Special Menu Items

Total	45%
o Unconcerned Patrons	35
o Committed Patrons	51
o Vacillating Patrons	47
Sex	
o Male	
Total	40
18-34	44
35-54	44
55+	21
o Female	
Total	49
18-34	61
35-54	48
55+	34
Income	
o Less than 20K	42
o $20K - <$40K	46
o $40K+	52
Restaurant Usage	
o Light*	35
o Medium**	48
o Heavy***	53

* 0-2 eating occasions in a two week period
** 3-6 eating occasions in a two week period
*** 7 or more occasions in a two week period

Table 61

Proportion of Adults Ordering Light, Healthy or Special Menu Items in the past year

Total	27%
o Unconcerned Patrons	15
o Committed Patrons	36
o Vacillating Patrons	29
Sex	
o Male	
Total	25
18-34	25
35-54	30
55+	14
o Female	
Total	29
18-34	35
35-54	30
55+	19
Income	
o Less than 20K	17
o $20K - <$40K	29
o $40K+	31
Restaurant Usage	
o Light*	19
o Medium**	31
o Heavy***	32

* 0-2 eating occasions in a two week period
** 3-6 eating occasions in a two week period
*** 7 or more occasions in a two week period

Ordering Light, Healthy or Special Menu Items by Meal Occasion

Restaurant patrons who have ordered light, healthy, low calorie or other special menu items in the past year are most likely to do so at lunch or dinner. Seventy-two (72) percent of these individuals report doing so for lunch and 70 percent for dinner compared a much lower 18 percent for breakfast.

Although one out of four who ordered these light and healthy items had done so on a takeout basis, most are likely to order them while dining at the restaurant.

Table 62A

Meal Occasion	Have ordered light, healthy, or special menu items at*:
Breakfast	18%
Lunch	72
Dinner	70
Takeout	25
Eat-in	68

*(Note: base is those indicating they have ever ordered)

Table 62B shows that those consumers who have ordered light, healthy or special menu items do not order these items all of the time. However, these light and healthy items appear to be ordered with some regularity by consumers who have tried them in the past year.

Table 62B

Frequency of Ordering* Light, Healthy or Special Menu Items by Meal Period

Order Frequency	Breakfast	Lunch	Dinner
All of the time	0%	8%	4%
Most of the time	35	26	25
Sometimes	37	48	48
Infrequently	23	14	10
Have only tried once or twice	5	5	13
Total	100%	100%	100%

(*Note: base is those indicating they have ever ordered for each meal period; may not add to 100% due to rounding)

ALCOHOLIC BEVERAGES

Over half (54 percent) of adults in the United States report that they ever drink alcoholic beverages such as beer, wine or cocktails, while away from home at a restaurant or eating place. Men (59 percent) are somewhat more likely to order an alcoholic beverage than women (48 percent).

And those ordering alcoholic beverages tend to be in the higher income brackets. Over two out of three individuals (67 percent) with annual household incomes of $40,000 a year or more reported ordering alcohol beverages at restaurants compared to just over one of three (36 percent) for incomes under $20,000. Vacillating patrons were least likely to indicate alcoholic beverage consumption away from home.

Among those who ever drink away from home at restaurants or eating places, over one out of three (38 percent) indicated that they are ordering alcohol less often than they did in the past. Fifty-seven (57) percent reported that they are ordering alcoholic beverages about the same as in the past while only five percent indicated that they were ordering alcohol more often than in the past.

The decline in alcoholic beverage order frequency is apparent in all age, income and patronage groups, particularly among Committed Patrons. Forty-four (44) percent of Committed Patrons who order alcoholic beverages indicate that they are drinking less often than in the past.

Table 63A

Alcoholic Beverages

Percent Indicating Ever Drink Alcoholic Beverages* at a Restaurant

Total	54%
o Unconcerned Patrons	60
o Committed Patrons	55
o Vacillating Patrons	44
Sex	
o Male	
Total	59
18-34	61
35-54	62
55+	49
o Female	
Total	48
18-34	60
35-54	49
55+	28
Income	
o Less than 20K	36
o $20K - <$40K	54
o $40K+	67
Restaurant Usage	
o Light	42
o Medium	60
o Heavy	58

* includes beer, wine or cocktails

Table 63B

Alcoholic Beverages

Percent Indicating Ordering More, Less, or the Same in the Past

	Total	Unconcerned	Committed	Vacillating
More often	5%	5%	5%	5%
Less often	38	32	44	38
About the same	57	63	51	57

Note: Base is those ever drinking alcoholic beverages away from home at a restaurant or eating place.

RESTAURANT RELATED

- o Attitudes

COOKING METHODS

When consumers think about the way restaurants prepare meat, fish and poultry, broiling is the most preferred method. Over four out of ten adults (44 percent) named broiling as their favorite preparation method. Broiling is almost twice as popular as the second ranking method of preparation - grilling (23 percent). And grilling is almost twice as popular as the third most popular cooking method - frying (11 percent). Almost eight out of ten Americans named one of these three cooking methods - broiling, grilling, frying - as their favorite.

Stir frying, roasting and steaming were each mentioned by six percent of the nation's adults.

Broiling

Broiling ranked first as the preferred preparation method among Vacillating and Committed Patrons, with half of the consumers from each group preferring this cooking method.

Older consumers preferred broiling more than younger consumers. Over six out of ten males age 55 and over named broiling as their preferred method of preparation. Fifty-six (56) percent of women in the same age bracket did so.

Grilling

By comparison, grilling was more popular with individuals under the age of 55, especially males between the ages of 18 and 34. Twenty-two (22) percent of men and 24 percent of women said that grilling was their favorite preparation method. Among Unconcerned Patrons, grilling (28 percent) and broiling (29 percent) were virtually equal in popularity.

Frying

Just over one out of ten (11 percent) consumers mentioned frying as their preferred method of preparation. Among those consumers who indicated it was their favorite cooking method, frying was most popular with males 35 to 54 years old and women 18 to 34 years old. Frying was most popular with Unconcerned Patrons - almost one out of four (23 percent) of these individuals chose it as their preferred method of preparation.

Table 64

Most Preferred Cooking Method

Overall Rank	Method	Percent	Unconcerned Patrons	Committed Patrons	Vacillating Patrons
1	Broiling	44%	29%	50%	52%
2	Grilling	23	28	22	18
3	Frying	11	23	4	8
4-6	Stir Frying	6	8	6	5
4-6	Roasting	6	5	8	6
4-6	Steaming	6	2	9	5
-	Sauteing, poaching, no preference	4	5	1	6
	TOTAL	100%	100%	100%	100%

Table 65

Cooking Methods

Breakdown by segment and sex of those individuals who considered each method the most preferred

		Broiling	Grilling	Frying
Segment				
o	Unconcerned Patrons	21%	40%	65%
o	Committed Patrons	45	38	13
o	Vacillating Patrons	33	22	21
	TOTAL *	100%	100%	100%
Sex				
o	Male	45%	46%	64%
o	Female	55	54	36
	TOTAL *	100%	100%	100%

* may not add to 100% due to rounding

RESTAURANT ATTITUDES

The survey also contained a series of statements which allowed consumers to indicate their attitudes on a variety of restaurant related topics, such as portion size, items cooked without salt, and nutritional concerns when dining out for a special occasion. Individuals were asked to indicate how strongly they agreed with each statement on a scale of 1 to 5 where 5 indicated strongly agree and 1 indicated strongly disagree.

Portion Size

Seven (7) out of ten adult Americans believe that restaurants ought to offer different size portions for different size appetites. Females (78 percent) are more likely to agree with this statement compared to males (62 percent).

Higher income households and light restaurant users are also more likely to agree that the availability of different portion sizes at restaurants is desirable. Over eight out of ten (81 percent) respondents with household incomes $40,000 and above agree that establishments should offer various portion sizes and almost three out of four (74 percent) light restaurant users also agree.

Almost eight out of ten (79 percent) Committed Patrons favor having different size portions available compared to a lower 57 percent of Unconcerned Patrons.

Made From Scratch

A majority of Americans (62 percent) report that their favorite type of restaurant is one where everything is made from scratch. Vacillating Patrons (74 percent) were most likely to favor preparation from scratch compared to 45 percent of Unconcerned Patrons.

Females (65 percent) were somewhat more likely to agree than males (59 percent). For both sexes, individuals age 55 and above were most likely to agree that their favorite restaurant would make everything from scratch.

Offering Food for Restrictive Diets

A larger proportion of women (67 percent) than men (50 percent) wish that "more restaurants in their area offered food for restrictive diets." Overall, almost three out of five (59 percent) Americans agree with this statement.

Of particular note is the large difference of opinion on this subject between Committed and Unconcerned Patrons. Almost four out of five (78 percent) of Committed Patrons wished that more restaurants offered foods for restrictive diets compared to just one out of four (24 percent) of Unconcerned Patrons.

Eat Different Foods Out

Almost three out of five (57 percent) adults agree that when they eat out, they eat foods that are different from the foods they eat at home. Equal proportions (57 percent) of men and women report having this attitude.

However, among Unconcerned, Committed and Vacillating Patrons, Vacillating Patrons were definitely more likely to agree that they eat different foods out than at home - almost three out of four (74 percent) indicated they have this dichotomy in eating behavior. By comparison, 54 percent of Unconcerned Patrons and 47 percent of Committed Patrons agreed that they eat differently out than at home.

Eating Out for Special Occasions

Half of all adult Americans (51 percent) report that they are less concerned about the nutritional value of the food they eat when eating out for a special occasion.

Indicative of the taste and occasion driven nature of the Vacillating Patron, 68 percent of these individuals agreed that they are not as concerned about nutrition when dining out for a special occasion. In contrast, under half (46 percent) of Committed Patrons had this attitude.

Heavy restaurant users and higher income households also tend to be less concerned about nutrition on the special dining occasion.

Ordering Nutritious Foods Out

Women are more likely to make a point of ordering foods that are nutritious when eating out than men. Fifty-seven (57) percent of women agree that they are likely to order nutritious foods when dining out compared to a lower 43 percent of men.

Not surprisingly, 71 percent of Committed Patrons agree that they seek nutritious items out compared to just 13 percent of Unconcerned Patrons.

For both sexes, individuals age 55 and over are most likely to agree that they make a point of ordering foods that are nutritious when dining out compared to younger age groups. Also, light restaurant users are more likely to order nutritiously than are heavy restaurant users.

Comfortable Asking for Specially Prepared Foods

Just over two out of five adults (45 percent) say that they feel comfortable asking for foods at restaurants that are specially prepared, perhaps indicating that some foodservice operators could work to make their patrons less apprehensive over a special request. Of particular note is that virtually the same proportion of light, medium and heavy restaurant users agreed with this statement, showing that this attitude is universal for both the infrequent and frequent restaurant customer.

Over half of Committed Patrons (53 percent) feel comfortable asking that foods be specially prepared versus a lower 29 percent of Unconcerned Patrons.

Items Cooked Without Salt

Forty-four (44) percent of Americans wish that more restaurants in their area offered menu items cooked without salt. Females (48 percent) are more likely to have this attitude than males (41 percent).

Adults age 55 and over are most likely to wish that more restaurants offered salt free menu items while those individuals 18 to 34 years of age, particularly males, are least likely.

Committed Patrons (62 percent) overwhelmingly wish that more restaurants offered menu items cooked without salt compared to Unconcerned Patrons (12 percent).

Look for Low Fat Foods

Almost two out of five (38 percent) adults agree that they look for low fat foods when they eat out. Women (46 percent) are more likely to do so than men (30 percent). Also, individuals age 55 and above report they are more likely to seek out the low fat food items.

Fifty-nine (59) percent of Committed Patrons agree that they look for low fat foods compared to just 7 percent of Unconcerned Patrons, dramatically highlighting the different attitudes between the two groups.

Almost half (48 percent) of light restaurant users indicate that they search for low fat foods when dining out compared to just under one out of three (32 percent) of heavy restaurant users.

Eat Out More if Not so Fattening

Over one out of four (28 percent) Americans agree that they would eat out more often if it wasn't so fattening. Women and light to moderate restaurants patrons tend to agree more.

Among Unconcerned, Committed and Vacillating Patrons, Vacillating Patrons are most likely to agree they would eat out more if it wasn't for their weight concerns. Thirty-nine (39) percent of Vacillating Patrons indicate they would dine out more compared to 29 percent of Committed Patrons and 16 percent of Unconcerned Patrons.

Restaurants and Nutritional Needs

Not surprisingly few consumers believe that all of their nutritional needs can be met at fast food restaurants which have limited menus. In contrast two out of five (38 percent) adults agree that all of their nutritional needs are met at tableservice restaurants.

Table 66 summarizes all health and nutrition attitudinal statements contained in the survey and ranks them in descending order of the proportion of consumers who agree.

Table 66

Restaurant Attitude Statements

Percent Agreeing With

STATEMENTS:	Restaurants ought to offer different size portions for different size appetites	Your favorite type of restaurant is one where everything is made from scratch	You wish that more restaurants in your area offered food for people on restrictive diets	When you eat out, you eat foods that are different from the foods you eat at home	When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat	You make of point of ordering foods that are nutritious when eating out
Total	70%	62%	59%	57%	51%	50%
Unconcerned	57	45	24	54	52	13
Committed	79	68	78	47	46	71
Vacillating	74	74	72	74	68	61
Sex						
Male-Total	62	59	50	57	52	42
18-34	70	55	41	56	54	40
35-54	56	59	60	59	48	41
55 +	58	70	54	55	57	50
Female-Total	78	65	67	57	49	57
18-34	74	57	61	61	49	49
35-54	81	67	73	58	51	56
55 +	79	75	69	49	47	70
Income						
< $20K	67	65	61	49	45	50
$20K - $40K	67	57	52	64	52	40
$40K +	81	67	62	55	58	53
Restaurant Usage						
Light	74	61	63	56	46	56
Medium	71	64	58	59	50	49
Heavy	65	61	55	56	57	43

Table 66 cont'd.

Restaurant Attitude Statements

Percent Agreeing With

STATEMENTS:	At restaurants, you feel comfortable asking for foods that are specially prepared	You wish that more restaurant in your area offered menu items cooked without salt	You look for low fat foods when you eat out	Tableservice restaurants are doing a good job of meeting your nutritional needs	You would eat out more often if it wasn't so fattening	Fast food restaurants are doing a good job of meeting your nutritional needs
Total	45%	44%	38%	38%	28%	11%
Unconcerned	29	12	7	32	16	14
Committed	53	62	59	32	29	4
Vacillating	52	56	45	54	39	18
Sex						
Male-Total	43	41	30	35	23	11
18-34	41	34	24	34	27	10
35-54	48	49	32	34	19	10
55 +	38	52	43	42	20	17
Female-Total	47	48	46	41	32	11
18-34	45	45	35	42	31	10
35-54	47	49	47	33	35	10
55 +	51	52	59	51	28	14
Income						
< $20K	43	47	41	44	28	17
$20K - $40K	39	34	31	37	25	10
$40K +	45	52	39	40	28	11
Restaurant Usage						
Light	44	48	48	40	32	14
Medium	46	45	35	36	29	8
Heavy	45	39	32	38	20	12

Table 67

Restaurant Attitude Statements

Mean Response To:

STATEMENTS:	Restaurants ought to offer different size portions for different size appetites	Your favorite type of restaurant is one where everything is made from scratch	You wish that more restaurants in your area offered food for people on restrictive diets	When you eat out, you eat foods that are different from the foods you eat at home	When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat	You make of point of ordering foods that are nutritious when eating out
Total	4.1	3.9	3.7	3.7	3.3	3.4
Unconcerned	3.6	3.3	2.7	3.4	3.4	2.4
Committed	4.2	4.0	4.2	3.4	2.8	4.0
Vacillating	4.2	4.2	4.1	4.2	3.9	3.8
Sex						
Male-Total	3.8	3.8	3.4	3.6	3.3	3.2
18-34	3.9	3.6	3.2	3.6	3.4	3.2
35-54	3.7	3.8	3.7	3.6	3.2	3.2
55 +	3.7	4.0	3.6	3.7	3.5	3.3
Female-Total	4.2	4.0	4.0	3.7	3.3	3.6
18-34	4.0	3.7	3.8	3.7	3.3	3.3
35-54	4.4	4.0	4.1	3.8	3.4	3.6
55 +	4.2	4.2	4.0	3.5	3.3	4.0
Income						
< $20K	4.0	3.9	3.7	3.7	3.1	3.4
$20K - $40K	4.0	3.7	3.5	3.8	3.3	3.1
$40K +	4.2	3.9	3.7	3.6	3.5	3.5
Restaurant Usage						
Light	4.1	3.8	3.8	3.6	3.1	3.6
Medium	4.1	3.9	3.7	3.8	3.4	3.4
Heavy	3.8	3.8	3.6	3.6	3.4	3.2

Note: Based on a 5 point scale where 5 = "strongly agree" and 1 = "strongly disagree"

Table 67 cont'd.

Mean Response To:

STATEMENTS:	At restaurants, you feel comfortable asking for foods that are specially prepared	You wish that more restaurant in your area offered menu items cooked without salt	You look for low fat foods when you eat out	Tableservice restaurants are doing a good job of meeting your nutritional needs	You would eat out more often if it wasn't so fattening	Fast food restaurants are doing a good job of meeting your nutritional needs
Total	3.3	3.2	3.0	3.2	2.5	2.0
Unconcerned	2.8	2.1	1.9	3.1	2.0	2.2
Committed	3.5	3.9	3.7	3.1	2.6	1.7
Vacillating	3.6	3.6	3.3	3.6	2.9	2.4
Sex						
Male-Total	3.2	3.1	2.7	3.2	2.3	2.0
18-34	3.2	2.9	2.5	3.2	2.5	2.1
35-54	3.4	3.3	2.8	3.1	2.2	2.0
55 +	3.0	3.3	3.1	3.1	2.3	2.1
Female-Total	3.4	3.4	3.3	3.3	2.6	2.0
18-34	3.3	3.2	3.0	3.3	2.6	2.0
35-54	3.4	3.5	3.4	3.2	2.8	2.0
55 +	3.4	3.4	3.7	3.5	2.5	2.3
Income						
< $20K	3.2	3.2	3.1	3.4	2.6	2.3
$20K - $40K	3.1	3.0	2.8	3.2	2.4	2.1
$40K +	3.3	3.4	3.1	3.3	2.4	2.0
Restaurant Usage						
Light	3.3	3.3	3.3	3.3	2.6	2.1
Medium	3.4	3.3	3.0	3.2	2.6	1.9
Heavy	3.2	3.0	2.8	3.2	2.3	2.2

Note: Based on a 5 point scale where 5 = "strongly agree" and 1 = "strongly disagree"

Table 68

Health and Nutrition Attitudes
1989

Rank	Statement	Percent Agree
1	Good diet and nutrition play a role in the prevention of serious illness such as heart disease and cancer	88%
2	Eating a lot of fruits and vegetables is important to you	84
3	Regular exercise is vital to your health	83
4	Being in peak physical condition is important to you	78
5	You are often concerned about your health	71
6	Restaurants ought to offer different size portions for different size appetites	70
7	You prefer broiled foods to fried foods	69
8/9	It's important to eat three well-balanced meals each day	63
8/9	Fried food is bad for you	63
10	Your favorite type of restaurant is one where everything is made from scratch	62
11	You wish that more restaurants in your area offered foods for people on restrictive diets	59
12	When you eat out, you eat foods that are different from the foods you eat at home	57
13	When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat	51
14	You make a point of ordering foods that are nutritious when eating out	50
15	At restaurants, you feel comfortable asking for foods that are specially prepared	45

Con't - Table 68

Rank	Statement	Percent Agree
16	You wish that more restaurants in your area offered menu items cooked without salt	44
17/18/19	Tableservice restaurants are doing a good job of meeting your nutritional needs	38
17/18/19	You are tired of hearing about what's good and bad for you when it comes to food	38
17/18/19	You look for low fat foods when you eat out	38
20	You would eat out more often if it wasn't so fattening	28
21	Low calorie means less taste	24
22	Foods that are good for you usually don't taste good	21
23	It's important to eat a lot of red meat	16
24	Fast food restaurants are doing a good job of meeting your nutritional needs	11

SECTION VI

TRENDS

1986 - 1989

In 1986 the National Restaurant Association conducted a nationwide survey to assess consumer awareness of and attitudes towards health and nutrition. In 1989 the Association conducted a follow up survey to determine whether or not consumer attitudes had changed and, if so, what types of changes had occurred.

This section of the report examines what changes in consumer attitudes regarding health and nutrition occurred between 1986 and 1989. The discussion of these changes and trends is organized as follows:

- Segment Size
- Health Related
- Food Related
- Restaurant Related
  - Behavior
  - Attitudes

Segment Size

One of the survey's most important findings which occurred between 1986 and 1989 is the change in proportion of the population each group represents.

- Unconcerned Patrons represent a decreasing share of the total U.S. adult population. In 1986 Unconcerned Patrons represented 38 percent of the population compared to a lower 32 percent in 1989. This roughly equates to 8 million fewer adults who could be categorized as Unconcerned - an interesting development in itself and even more so considering the adult population grew by approximately 4 percent over the same time period.

- The share which Committed Patrons represent has increased. In 1989 Committed Patrons represented 39 percent of the total U.S. adult population, up from 35 percent in 1986. This roughly equates to over 10 million more adults who can be categorized as Committed Patrons.

- The share which Vacillating Patrons represent has increased slightly. In 1989 Vacillating Patrons represented almost 29 percent of adult Americans compared to over 27 percent in 1986. This roughly equates to an additional 5 million adults who can be considered Vacillating Patrons.

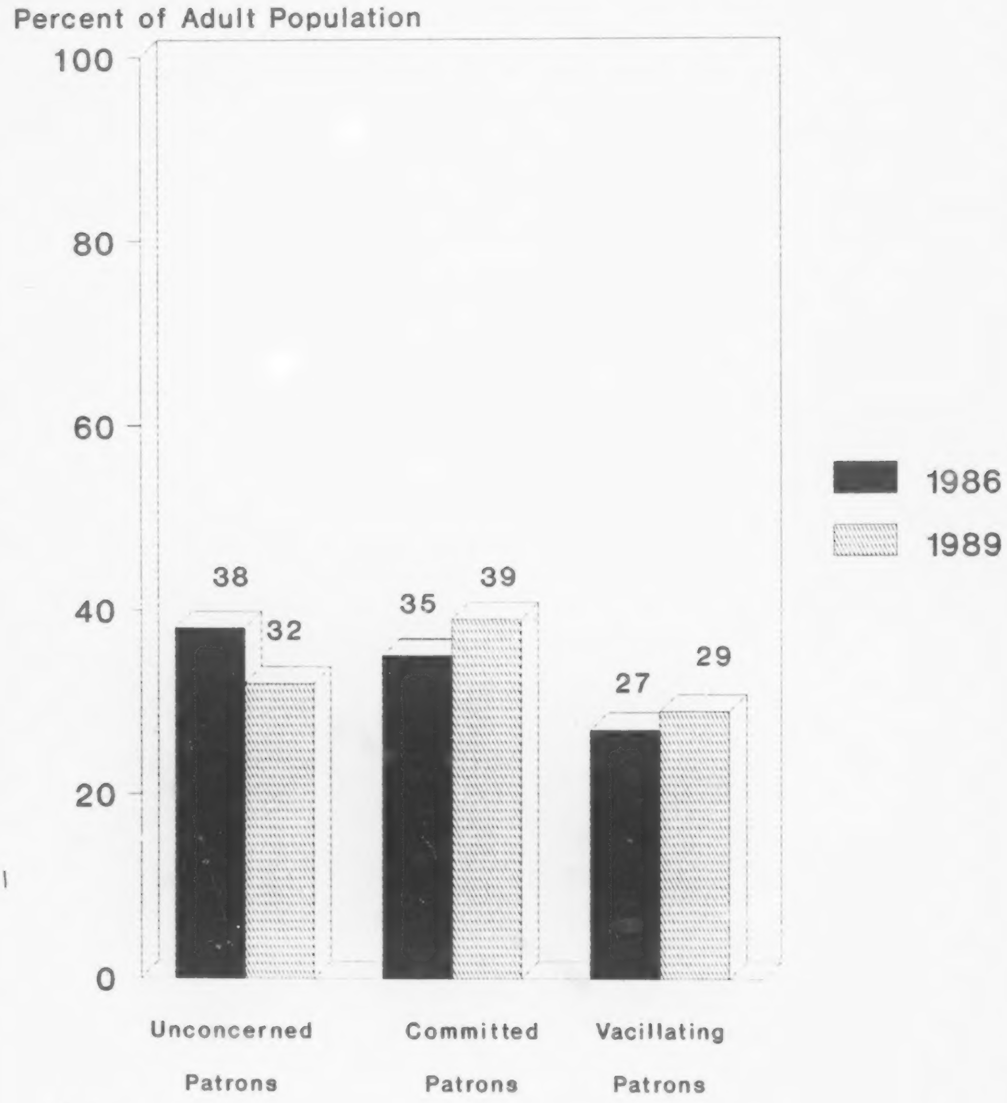
Table 69

Segment Size

1986 versus 1989

Segment	1986	1989	Percentage Point Change
Unconcerned Patrons	38%	32%	-6%
Committed Patrons	35	39	4
Vacillating Patrons	27	29	2
	100%	100%	

Change in Consumer Groups, 1986-89



General Health

Ninety-three (93) percent of adult Americans in 1989 reported that they feel informed about issues related to health and nutrition - the same proportion as in 1986.

However, the proportion of Americans who agree that being in peak physical condition is important to them declined over the three year period - from 86 percent in 1986 to 78 percent in 1989. In addition, the proportion of individuals who agree that they are often concerned about their health also decreased. Both of these changes are statistically significant. Table 70 summarizes the data.

Table 70

General Health

1986 - 1989

Statement	1986	1989	Percentage Point Change
Informed about issues related to health and nutrition issues	93%	93%	NC
Regular exercise is vital to your health	86	83	-3%
Being in peak physical condition is important to you	86	78	-8*
You are often concerned about your health	77	71	-6*

NC = no change

* Difference is statistically significant at the 95% confidence level

General Food

Virtually the same proportions of consumers in 1986 and 1989 indicated that they restricted their use of such items as salt, additives, and foods high in fat and cholesterol (Table 71).

Of note is the decline in the proportion of individuals who consciously eat foods high in calcium - from 68 percent in 1986 to 52 percent in 1989. This drop is statistically significant and perhaps reflects less media attention on calcium in 1989 than in 1986.

Still, over half of the population continues to restrict their use of specific foods, and many are consciously eating other foods.

Table 71

General Food
- Restrict Use of -
- Consciously Eat -

	1986	1989	Percentage Point Change
Percent who consciously restrict use of:			
o Salt	68%	70%	+2
o Sugar	68	63	-5
o Additives[1]	50	53	+3
o Foods high in fat	68	70	+2
o Foods high in cholesterol	66	66	NC
Percent who consciously eat:			
o Foods high in calcium	68	52	-16*
o Starchy foods[2]	67	70	+3
o Foods high in fiber	67	68	+1

NC = No change

[1] such as artificial flavors and colors

[2] such as rice, pasta and whole grain breads

* Difference is statistically significant at the 95% confidence level

Between 1986 and 1989, some of the attitudes held by adults in the United States concerning food have changed. Table 72 summarizes the differences in consumer attitudes between 1986 and 1989 for nine food related statements. Approximately half of these statements received statistically significant differences in consumers' level of agreement over the three year timeframe. These statements are:

Statement	Percentage Point Change in 86-89
Fried food is bad for you	+7
Prefer broiled to fried food	-1
Eating a lot of fruits and vegetables is important	-7
Tired of hearing about what's good and bad	-9
Important to eat three well-balanced meals each day	-10

It is interesting to note that while lower proportions of consumers in 1989 believed eating three meals a day or consuming lots of fruits and vegetables was important, these individuals were more receptive to hearing what foods were good and bad for them. This means that more foodservice patrons are open to suggestions.

Table 72

General Food

- Differences in Attitudes -
1986 - 1989

Statement / Percent agreeing with:	1986	1989	Percentage Point Change
Good diet & nutrition play a role in the prevention of serious illness such as heart disease and cancer	87%	88%	+1
Eating a lot of fruits & vegetables is important to you	91	84	-7*
You prefer broiled foods to fried foods	70	69	-1*
It's important to eat three well-balanced meals each day	73	63	-10*
Fried food is bad for you	56	63	+7*
You are tired of hearing about what's good & bad for you when it comes to food	47	38	-9*
Low calorie means less taste	27	24	-3
Foods that are good for you usually don't taste good	21	21	NC
It's important to eat a lot of red meat	20	16	-4

NC = no change

* Difference is statistically significant at the 95% confidence level

Table 73 summarizes the differences of how consumers described their eating habits in 1986 and 1989. Of note is how a higher proportion of Americans in 1989 agree that they often skipped at least one meal each day. In addition more consumers agreed that they preferred to eat many small meals throughout the day rather than the standard three meals a day. This infers that snacking among Americans has likely grown in popularity as more individuals agree that they often skipped a meal each day, and more individuals preferred eating small snacks throughout the day rather than the standard three meals.

Table 73

General Food

- Self Descriptive Statements -
1986 - 1989

Statement — Percent agreeing with:	1986	1989	Percentage Point Change
You often skip at least one meal each day	50%	55%	5*
You pay attention to the nutritional content of the food you eat	55	55	NC
You eat what you want whenever you feel like it	50	51	+1
Other members of your family affect what you eat	47	46	-1
You're a "meat & potatoes" person	43	41	-2
You pay attention to the calorie content of the food you eat	41	40	-1
You prefer to eat many small meals or snacks throughout the day rather than the standard three full meals a day	27	32	+5*

NC = No change

* Difference is statistically significant at the 95% confidence

RESTAURANT RELATED

- Behavior -

Likelihood of Trying

This section presents information on consumer likelihood of trying 25 different food items in 1986 and 1989, and also shows which food items registered advances and declines over this time period. The foods are grouped as follows: desserts, entrees, breakfast items/appetizers, beverages and other food items.

Table 74 summarizes which foods over the three year period consumers were more or less likely to try. A shift toward selecting more healthy menu items is apparent. In 1986, 56 percent of American adults reported they were likely to try vegetables seasoned only with herbs or lemon juice but by 1989 a higher 64 percent were likely to do so - up seven percentage points. In 1986, half (50 percent) of consumers indicated they were likely to try reduced calorie salad dressing while in 1989 a higher 58 percent were likely. These two food items posted the largest percentage point gains between 1986 and 1989, followed by poultry without skin, whole grain muffins and sugar substitute.

And which food items were consumers less likely to try in 1989? Caffeine-free coffee and low fat cottage cheese posted the largest percentage point declines, followed by lean meats, caffeine-free soft drinks and steak or roast beef. Of the 25 different food items, 13 posted advances in consumer likelihood of trying while 11 recorded declines. Nine of these changes were statistically significant.

From a health and nutrition standpoint, it is encouraging which foods consumers indicated they were more likely to try - vegetables, reduced calorie items, whole grain muffins, poultry without skin. Conversely, many foods which more consumers now perceive as being less healthy were less likely to be tried - coffee, steak or roast beef, fried fish and chicken. Still, rich, gooey or chocolate desserts appear to be more likely to be tried while fresh fruit was less likely, indicating that many consumer attitudes are in a state of flux.

Tables 75 to 79 show the percent of consumers likely to try each food item and the percentage point change which occurred between 1986 and 1989.

Table 74

Food Items

Gainers/Decliners*
- Likelihood of Trying -

Gainers	Percentage Point change
Vegetables seasoned only w/ herbs or lemon juice	+8
Reduced calorie salad dressing	+8**
Poultry w/o skin	+5
Whole grain muffins	+4
Sugar substitute	+4
Cereal w/ skim or lowfat milk	+3
Bagel or bread w/ low fat cream cheese	+3
Premium ice cream	+3
Low fat, low calorie fruit based dessert	+3
Rich, gooey or chocolate dessert	+3
Regular soft drink	+2
Fruit ices or sorbet	+1
Food cooked w/o salt	+1

Decliners	Percentage Point Change
Caffeine-free coffee	-8**
Low fat cottage cheese	-8**
Lean meats	-7**
Caffeine-free soft drink	-6**
Steak or roast beef	-5**
Diet soft drink	-4
Fried fish or seafood	-3
Fried chicken	-3**
Fresh fruit	-3**
Raw vegetables appetizer	-2**
Broiled or baked fish or seafood	-1

* Based on percent likely to try
** Difference is statistically significant at the 95% confidence level.

Table 75

Breakfast Items/Appetizers

Likelihood of Trying
1986 - 1989

Breakfast Item	Percent likely to try:	1986	1989	Percentage Point Change
Whole grain muffins		63%	67%	+4
Cereal w/ skim milk or low fat milk		50	53	+3
Bagel or bread with low fat cream cheese		42	45	+3
Appetizers				
Raw vegetable appetizer		63	61	-2*
Raw fish or shellfish such as sushi or raw oyster		NA	15	NA

NA = not available

* Difference is statistically significant at the 95% confidence level

Table 76

Entrees

Likelihood of Trying
1986 - 1989

Item	Percent likely to try:	1986	1989	Percentage Point Change
Lean meats		88%	81%	-7*
Broiled or baked fish or seafood		79	78	-1
Steak or roast beef		80	75	-5*
Poultry w/o skin		69	74	+5
Fried fish or seafood		60	57	-3
Fried chicken		56	53	-3*

* Difference is statistically significant at the 95% confidence level

Table 77

Desserts

Likelihood of Trying
1986 - 1989

Item	Percent likely to try:	1986	1989	Percentage Point Change
Fresh fruit		91%	88%	-3*
Premium ice cream		47	50	+3
Low fat, low calorie fruit based dessert		46	49	+3
Fruits ices or sorbets		45	46	+1
Rich gooey or chocolate dessert		38	41	+3

* Difference is statistically significant at the 95% confidence level

Table 78

Beverages

Likelihood of Trying
1986 - 1989

Item	Percent likely to try:	1986	1989	Percentage Point Change
Regular soft drink		50%	52%	+2
Diet soft drink		46	42	-4
Caffeine free soft drink		48	42	-6*
Caffeine free coffee		40	32	-8*

* Difference is statistically significant at the 95% confidence level

Table 79

Other Food Items

Likelihood of Trying
1986 - 1989

Item	Percent likely to try: 1986	1989	Percentage Point Change
Vegetables seasoned only w/ herbs or lemon juice	56%	64%	+8
Reduce calorie salad dressing	50	58	+8*
Food cooked w/o salt	56	57	+1
Low fat frozen yogurt	NA	50	NA
Low fat cottage cheese	52	44	-8*
Sugar substitute	38	42	+4

NA = not available

* Difference is statistically significant at the 95% confidence level

Frequency of Ordering

In 1986 and 1989, consumers were asked how many times in the past two weeks they had eaten a meal or snack or ordered takeout or home delivery foods and beverages from:

- fast food or takeout restaurants
- family or moderately priced restaurants
- fine dining or atmosphere restaurants

Table 80 shows that the proportion of total eating occasions among these three restaurant types did not vary over the three year timeframe. Fast food occasions accounted for almost three out of every five dining occasions (58 percent) in both 1986 and 1989, with family/moderately priced occasions capturing approximately 30 percent and fine dining/atmosphere 10 percent.

However, analysis of the allocation of eating occasions by restaurant type and segment reveals some interesting movements over the three year period. The proportion of fast food occasions among Unconcerned Patrons declined from 65 percent in 1986 to 61 percent in 1989 while the proportion of family/moderately priced occasions advanced 4 percentage points for these consumers - from 27 to 31 percent.

Among Committed Patrons, the proportion of fine dining/atmosphere occasions declined between 1986 and 1989 while increasing for family/moderately priced. These changes perhaps reflect the trend towards casualization in restaurant dining. Only among Vacillating Patrons did the proportion of family/moderately priced eating occasions decline over the three year period while increasing for fast food.

Table 80

Proportion of Eating Occasions by Restaurant Type

1986 - 1989

Restaurant Type	Total 1986	Total 1989	Percentage Point Change	Unconcerned Patrons 1986	Unconcerned Patrons 1989	Percentage Point Change	Committed Patrons 1986	Committed Patrons 1989	Percentage Point Change	Vacillating Patrons 1986	Vacillating Patrons 1989	Percentage Point Change
Fast food/takeout	58%	58%	NC	65%	61%	-4	51%	52%	1	57%	60%	3
Family/moderately priced	30	32	2	27	31	4	33	36	3	32	28	-4
Fine dining/ atmosphere	11	10	-1	8	8	NC	15	12	-3	11	12	1

NC = no change

(Note: may not total to 100% due to rounding)

Table 81 shows the frequency of ordering by consumers during a two week period by restaurant type and compares 1986 to 1989.

Over the three year period, the proportion of adults who never patronized a fast food restaurant over a two week period declined seven percentage points while the proportion of adults frequenting these establishments one or two times advanced. For family/moderately priced occasions, the proportion of adults who never patronized in a two week period also declined seven percentage points while the proportion patronizing the establishments two to four times increased.

These changes reflect higher proportions of consumers patronizing foodservice establishments in 1989 compared to 1986, as well as increased visit frequency. For example, between 1986 and 1989, the total number of occasions at family and moderately priced restaurants advanced by almost 25 percent. Accordingly, the frequency of never ordering at these establishments dropped from 41 percent of occasions to 34 percent.

Number of Dining Occasions
-- 1986 - 1989 --

	Percentage increase in total number of occasions	Percentage point decline in frequency of never ordering
Fast food/takeout	19%	-7%
Family/moderately priced	25	-7
Fine dining/atmosphere	6	-1

Table 81

Frequency of Ordering From Restaurants

During a Two Week Period

Incidence	Fast Food/Takeout 1966	Fast Food/Takeout 1989	Percentage Point Change	Family/Moderately Priced 1986	Family/Moderately Priced 1989	Percentage Point Change	Fine Dining/ Atmosphere 1966	Fine Dining/ Atmosphere 1989	Percentage Point Change
None	32%	25%	-7	41%	34%	-7	71%	70%	-1
Once	13	16	3	24	23	-1	19	18	-1
Twice	17	19	2	18	21	3	5	7	2
Three times	11	10	-1	7	9	2	2	2	NC
Four times	8	9	1	4	6	2	1	1	NC
Five times	6	6	NC	3	3	NC	1	1	NC
Six times or more	14	15	1	4	4	NC	1	1	NC

NC = no change

(Note: may not total 100% due to rounding)

RESTAURANT RELATED

Attitudes

This section of the report highlights what changes in consumer attitudes regarding restaurants occurred between 1986 and 1989.

In 1986, over seven out of ten (71 percent) Americans agreed that when they ate out, they ate foods that were different from the foods they ate at home. By 1989, a much lower 57 percent held this attitude - a dramatic 14 percentage point decline over the three year period. This large decrease shows that consumers' eating behavior at home and away from home correlated more fully during this time period. One of the reasons behind this change could be related to the increased variety of menu offerings available in foodservice establishments as well as a wider variety of restaurants for the consumer to choose from. In addition, more restaurants have responded to consumers' interest in health and nutrition by offering more nutritional and healthful food items and preparation techniques.

Between 1986 and 1989, more Americans were apt to be concerned about the nutritional value of food when dining out for a special occasion. In 1986, 57 percent of adults agreed that they were less concerned about nutrition when dining out for a special occasion. However, by 1989, a lower 51 percent agreed, reflecting consumers' heightened awareness of nutrition - even during a special restaurant occasion such as a birthday or anniversary celebration.

Smaller proportions of consumers in 1989 also agreed that they make a point of ordering nutritious foods when eating out and wish more restaurants in their area offered menu items cooked without salt. The declines could reflect consumers' feeling less pressure to order nutritiously since many restaurateurs have upgraded their offerings from a nutritional standpoint and the greater availability of establishments offering low and no salt items.

Table 82 summarizes consumer differences in attitudes between 1986 and 1989 for restaurant related statements in the survey.

Table 82

Differences in Attitudes
1986-1989

Statement	Percent agreeing with: 1986	1989	Percentage Point Change
"Restaurants ought to offer different size portions for different size appetites"	75%	70%	-5
"Your favorite type of restaurant is one where everything is made from scratch"	68	62	-6*
"You wish that more restaurants in your area offered food for people on restrictive diets"	54	59	+5
"When you eat out, you eat foods that are different from the foods you eat at home"	71	57	-14*
"When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat"	57	51	-6*
"You make a point of ordering foods that are nutritious when eating out"	53	50	-3*
"At restaurants, you feel comfortable asking for foods that are specially prepared"	NA	45	NA
"You wish that more restaurants in your area offered menu items cooked without salt"	50	44	-6*

Con't Table 82

Statement	Percent agreeing with: 1986	1989	Percentage Point Change
"You look for low fat foods when you eat out"	40	38	-2
"Tableservice restaurants are doing a good job of meeting your nutritional needs"	NA	38	NA
"You would eat out more often if it wasn't so fattening"	25	28	+3
"Fast food restaurants are doing a good job of meeting your nutritional needs"	NA	11	NA

NA = Not available

* Difference is statistically significant at the 95% confidence level.

SECTION VII

APPENDIX

Description of Segmentation Methodology and Procedures

Market segmentation is a popular and widely used marketing tool. A properly segmented market can generate additional customers and market share by identifying different sets of consumers with similar attitudes and behaviors.

This is the basic concept used in this study. Adult consumers have been grouped according to their attitudes, awareness and behavior concerning health and nutrition issues. Consumer segments are formed by clustering together respondents who respond similarly to a set, or sets, of questions/statements. For example, in this study some of these statements deal with whether an individual looks for low fat foods when eating out or wishes more restaurants in their area offered menu items cooked without salt.

Segments are formed by clustering together respondents using their responses to questions/statements on how they behave and attitudes they hold. For instance, some consumers are more likely than average to describe themselves as a "meat and potatoes" person while others are less likely to do so. Conversely, some individuals are more likely to look for low fat foods when dining out than are others.

First, cluster analysis was performed on the raw data to determine the optimal number of groupings. In this case, cluster analysis was performed for 2 through 9 group solutions. A three group solution was selected after consultation among Association Research Department staff, Hughes Research Corporation and Sophisticated Data Research, Inc.

Additional discriminant analysis was performed to identify the key statements which discriminated best among the three groups. The ten key discriminating statements for the three group model were:

- You lock for low fat foods when you eat out.
- You're a "meat and potatoes" person.
- You eat what you want whenever you feel like it.
- Good diet and nutrition play a role in the prevention of serious illness such as heart disease and cancer.
- You wish that more restaurants in your area offered menu items cooked without salt.
- Foods that are good for you usually don't taste good.
- You are tired of hearing about what's good and bad for you when it comes to food.
- You prefer broiled foods to fried foods.
- When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat.
- You make a point of ordering foods that are nutritious when eating out.

How consumers responded to these statements determined their group assignment. Subsequently, the three groups were labeled Unconcerned Patrons, Committed Patrons and Vacillating Patrons.

The development of this accurate Association mathematical model to segment consumers based on their nutrition attitudes and behavior offers a variety of additional research possibilities for interested individuals. For example, restaurant operators could use it to determine what proportion of their patrons are committed to nutrition or which food items are likely to be ordered. For further information on the model or the availability of additional data, contact Hudson Riehle, Research Manager, National Restaurant Association, 1200 Seventeenth Street, N.W., Washington, D.C. 20036, (202) 331-5900.

Hughes
Research
Corporation

TELEPHONE QUESTIONNAIRE
HEALTH AND NUTRITION STUDY
Project #HRC00126

1. Hello, my name is ____________, and I'm calling long distance from Hughes Research Corporation, a national opinion research company. Today we are conducting a survey about people's eating habits at home and at restaurants. We would appreciate a few moments of your time. We are not selling anything. We are only interested in your attitudes and opinions.

So I can identify the person I should speak with, may I speak with the member of your household, 18 years of age or older, who most recently had a birthday?

RESPONDENT AVAILABLE	1	
RESPONDENT NOT AVAILABLE	2	(SCHEDULE CALLBACK)
REFUSAL	3	(THANK RESPONDENT AND DISCONTINUE)

---

2. (REPEAT INTRODUCTION IF NECESSARY)

First, in the past two weeks, approximately how many times have you eaten a meal or snack or ordered take-out or home delivery foods and beverages from ...? (READ LIST)

		NUMBER OF OCCASIONS
a.	fast food or take-out restaurants	________
b.	family or moderately priced restaurants	________
c.	fine dining or atmosphere restaurants	________

(RECORD NUMBER OF OCCASIONS IN THE SPACE PROVIDED.)

---

3. How well informed do you feel you are about issues related to health and nutrition? Would you say you are ...? (READ LIST)

very informed	4
somewhat informed	3
somewhat uninformed, or	2
not at all knowledgeable	1

---

4. Do you consciously restrict your use of ...? (INSERT ITEM)

		YES	NO
a.	salt	2	1
b.	additives, such as artificial flavors and colors	2	1
c.	sugar	2	1
d.	foods high in cholesterol	2	1
e.	foods high in fat	2	1

5. Do you consciously eat ...? (INSERT ITEM)

		YES	NO
a.	foods high in fiber	2	1
b.	foods high in calcium	2	1
c.	starchy foods like rice, pasta, and whole grain breads	2	1

---

6. During the past year, have you restricted your diet to ...? (READ LIST)

7. (ASK IF "YES" TO Q.6) Was this done based on a doctor's recommendation?

		Q.6		Q.7	
		YES	NO	YES	NO
a.	lose weight	2	1	2	1
b.	maintain weight	2	1	2	1
c.	control blood cholesterol	2	1	2	1
d.	control high blood pressure	2	1	2	1

---

8. During the past two weeks have you participated in any exercises, sports, or physical activities such as walking for exercise, jogging, running, aerobics, biking, or swimming?

YES	2	
NO	1	(SKIP TO Q.10)

---

9. Each week, how often do you exercise? Would you say ...? (READ LIST)

less than 1 hour	1
1 to 2 hours	2
2 to 3 hours	3
3 to 4 hours	4
4 to 5 hours, or	5
more than 5 hours	6

---

10. Have you ever been to a restaurant or fast food place that offers light and healthy items, low calorie meals, or foods specially prepared with restrictive diet needs in mind?

YES	2	
NO	1	(SKIP TO Q.17)

---

11. In the past year, have you ever ordered any of these special menu items?

YES	2	
NO	1	(SKIP TO Q.17)

---

12. Have you ordered these special menu items at ...? (READ LIST)

		YES	NO	
a.	breakfast	2	1	(IF "YES" ASK Q.13)
b.	lunch	2	1	(IF "YES" ASK Q.14)
c.	dinner	2	1	(IF "YES" ASK Q.15)
d.	when ordering take-out foods	2	1	(IF "YES" ASK Q.16)
e.	when dining at the restaurant	2	1	

---

13. (ASK ONLY IF "YES" TO Q.12a) Do you order special menu items at breakfast ...? (READ LIST)

all of the time....................5

most of the time...................4

sometimes..........................3

infrequently, or...................2

have you only tried them once or twice.........................1

---

14. (ASK ONLY IF "YES" TO Q.12b) Do you order special menu items at lunch ...? (READ LIST)

all of the time....................5

most of the time...................4

sometimes..........................3

infrequently, or...................2

have you only tried them once or twice.........................1

---

15. (ASK ONLY IF "YES" TO Q.12c) Do you order special menu items at dinner ...? (READ LIST)

all of the time....................5

most of the time...................4

sometimes..........................3

infrequently, or...................2

have you only tried them once or twice.........................1

16. (ASK ONLY IF "YES" TO Q.12d) Do you order special menu items when ordering take-out foods ...? (READ LIST)

all of the time....................5

most of the time...................4

sometimes..........................3

infrequently, or...................2

have you only tried them once
or twice...........................1

---

17. In general, thinking about the way restaurants prepare meat, fish and poultry, which of the following methods of preparation do you prefer the most? (READ LIST)

Grilling...........................1
Broiling...........................2
Roasting...........................3
Frying.............................4
Poaching...........................5
Steaming...........................6
Saute'ing, or......................7
Stir frying........................8

NO PREFERENCE (DO NOT READ)........9
DON'T KNOW (DO NOT READ)..........10

---

18. Do you ever drink alcoholic beverages including beer, wine or cocktails away from home at a restaurant or eating place?

YES................................1

NO.................................2 (SKIP TO Q.20)

---

19. When you eat out at a restaurant these days, do you order an alcoholic beverage more often, less often, or about the same as in the past?

MORE OFTEN.........................3
LESS OFTEN.........................2
ABOUT THE SAME.....................1

20. Next is a list of foods and beverages that some restaurants offer their customers.

If available, how likely would you be to try each one? Would you say "very likely," "somewhat likely," "somewhat unlikely," "very unlikely," or "would never use or order?" (ROTATE STATEMENTS)

21. In the past year, have you ever ordered ... ? (INSERT ITEM)

	Q.20					Q.21	
	VL	SL	SUL	VUL	N	YES	NO
Raw vegetable appetizer....	5	4	3	2	1	2	1
Calorie controlled entree..	5	4	3	2	1	2	1
Food cooked without salt...	5	4	3	2	1	2	1
Vegetables seasoned only with herbs or lemon juice..	5	4	3	2	1	2	1
Low fat, low calorie, fruit-based desserts......	5	4	3	2	1	2	1
Rich, gooey, or chocolate desserts........	5	4	3	2	1	2	1
Reduced calorie salad dressing...................	5	4	3	2	1	2	1
Lean meats.................	5	4	3	2	1	2	1
Steak or roast beef........	5	4	3	2	1	2	1
Poultry without skin.......	5	4	3	2	1	2	1
Broiled or baked fish or seafood.................	5	4	3	2	1	2	1
Raw fish or raw shell fish, such as raw oysters or sushi...........	5	4	3	2	1	2	1
Cereal served with skim milk or low fat milk.......	5	4	3	2	1	2	1
Whole grain muffins........	5	4	3	2	1	2	1
Fresh fruit................	5	4	3	2	1	2	1
Low fat cottage cheese.....	5	4	3	2	1	2	1
Bagel or breads with low fat cream cheese.......	5	4	3	2	1	2	1
Sugar substitute...........	5	4	3	2	1	2	1
Regular soft drink.........	5	4	3	2	1	2	1
Diet soft drink............	5	4	3	2	1	2	1
Caffeine-free soft drink...	5	4	3	2	1	2	1
Caffeine-free coffee.......	5	4	3	2	1	2	1
Fried chicken..............	5	4	3	2	1	2	1
Fried fish or seafood......	5	4	3	2	1	2	1
Premium ice cream..........	5	4	3	2	1	2	1
Fruit ices or sorbet.......	5	4	3	2	1	2	1
Low fat frozen yogurt......	5	4	3	2	1	2	1

22. Now I am going to read a number of statements. Please tell me how strongly you agree or disagree with each one. Use a scale from 1 to 5, where 5 is "strongly agree" and 1 is "strongly disagree." (ROTATE STATEMENTS)

	Strongly Agree				Strongly Disagree
Fried food is bad for you	5	4	3	2	1
You are often concerned about your health	5	4	3	2	1
Being in peak physical condition is important to you	5	4	3	2	1
It's important to eat three well-balanced meals each day	5	4	3	2	1
Regular exercise is vital to your health	5	4	3	2	1
Good diet and nutrition play a role in the prevention of serious illness such as heart disease and cancer	5	4	3	2	1
Low calorie means less taste	5	4	3	2	1
Eating a lot of fruits and vegetables is important to you	5	4	3	2	1
At restaurants, you feel comfortable asking for foods that are specially prepared	5	4	3	2	1
Foods that are good for you usually don't taste good	5	4	3	2	1
You prefer broiled foods to fried foods	5	4	3	2	1
It's important to eat a lot of red meat	5	4	3	2	1
Restaurants ought to offer different size portions for different size appetites	5	4	3	2	1
When you eat out, you eat foods that are different from the foods you eat at home	5	4	3	2	1
You would eat out more often if it wasn't so fattening	5	4	3	2	1
When eating out for a special occasion, you are less concerned about the nutritional value of the food you eat	5	4	3	2	1
Your favorite type of restaurant is one where everything is made from scratch	5	4	3	2	1

22. (CONTINUED)

	Strongly Agree				Strongly Disagree
You make a point of ordering foods that are nutritious when eating out	5	4	3	2	1
You wish that more restaurants in your area offered food for people on restrictive diets	5	4	3	2	1
Fast food restaurants are doing a good job of meeting your nutritional needs	5	4	3	2	1
Table service restaurants are doing a good job of meeting your nutritional needs	5	4	3	2	1
You are tired of hearing about what's good and bad for you when it comes to food	5	4	3	2	1
You look for low fat foods when you eat out	5	4	3	2	1
You wish that more restaurants in your area offered menu items cooked without salt	5	4	3	2	1

---

23. The following statements describe different kinds of eating behavior. Please tell me how well these statements describe your eating behavior most of the time. Use a scale from "1" to "5" where 5 "describes your behavior completely" and 1 "doesn't describe your behavior at all." (START WITH STATEMENT OPPOSITE THE CHECK MARK.)

	Describe Completely				Not at all Descriptive
You often skip at least one meal each day	5	4	3	2	1
You pay attention to the nutritional content of the food you eat	5	4	3	2	1
You pay attention to the calorie content of the food you eat	5	4	3	2	1
You're a "meat and potatoes" person	5	4	3	2	1
Other members of your family affect what you eat	5	4	3	2	1
You eat what you want whenever you feel like it	5	4	3	2	1
You prefer to eat many small meals or snacks throughout the day rather than the standard three full meals a day	5	4	3	2	1

I would like to ask you just a few more questions which will be used only for statistical purposes.

24. Do you work part time or full time outside your home? (DO NOT READ)

PART TIME	1
FULL TIME	2
DO NOT WORK	3

---

25. What is your marital status? (READ LIST)

Single/Never Married	1
Married	2
Separated/Divorced	3
Widowed	4

---

26. Are there any children under the age of 18 living in your home?

YES	1	
NO	2	(SKIP TO Q.28)

---

27. How many children are ...? (READ LIST)

	NUMBER OF CHILDREN
Under 6 years old	
6 to 12 years old	
13 to 17 years old	

---

28. Which of the following describes your level of education? (READ LIST)

No high school	1
Some high school	2
High school graduate	3
Some college	4
College graduate	5
Some graduate education	6
Graduate degree	7

29. Is your total household income, before taxes, over or under $30,000?

UNDER $30,000......................1 (ASK Q.29a)

OVER OR EQUAL TO $30,000...........2 (ASK Q.29b)

REFUSED............................7
DON'T KNOW.........................8

a\. Is it ...?

under $10,000.................1
under $20,000.................2
$20,000 or over...............3

REFUSED (DO NOT READ).........7
DON'T KNOW (DO NOT READ)......8

b\. Is it ...?

under $40,000.................1
under $50,000.................2
under $60,000.................3

REFUSED (DO NOT READ).........7
DON'T KNOW (DO NOT READ)......8

30. Please tell me if you are between the ages of ... (READ LIST)

18-24..............................1
25-34..............................2
35-44..............................3
45-54..............................4
55-64..............................5
65-74..............................6
75 or more.........................7

31. Which of the following best describes the area that you live in? (READ LIST)

Urban..............................1
Suburban...........................2
Rural..............................3

32. SEX (DO NOT ASK)

MALE...............................1
FEMALE.............................2

This concludes the interview. Thank you for your time and cooperation.

Prepared by
The Research Department
National Restaurant Association
1200 Seventeenth Street, N.W.
Washington, DC 20036
(202) 331-5900

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NATIONAL
RESTAURANT
ASSOCIATION

Consumer Attitudes towards Fast Food and Moderately Priced Family Restaurants

August 1991

National Restaurant Association
Research and Information Service Department
1200 Seventeenth Street, NW
Washington, DC 20036-3097
(202) 331-5900

CONSUMER ATTITUDES TOWARDS FAST FOOD AND MODERATELY PRICED FAMILY RESTAURANTS

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INTRODUCTION

INTRODUCTION AND METHODOLOGY

The National Restaurant Association commissioned the Gallup Organization to survey consumers about their attitudes and behavior towards fast food and moderately priced family restaurants. The objectives of the study were to:

- * Determine how frequently consumers patronize fast food and moderately priced family restaurants.
- * Determine how satisfied consumers are with their visits to fast food and moderately priced family restaurants.
- * Identify circumstances that motivate consumers to visit fast food and moderately price family restaurants rather than other types of eating places.
- * To identify changes in satisfaction and reasons for visiting fast food and moderately priced family restaurants over a five-year period.

This report presents the results of telephone interviews with 1,000 adults conducted between April 1 and April 30, 1991. Moreover, it compares results with a similar study by the Gallup Organization conducted during the time period of September 8 to October 10, 1986. The report provides valuable information on the demographic characteristics of who is most likely to frequent fast food and moderately priced family restaurants as well as who is least likely. Additionally, it highlights attributes that consumers are satisfied and not satisfied with in these establishments as well as a demographic profile of who is most satisfied and least satisfied with eleven various aspects of foodservice. Additionally, this report examines changes that have occurred between 1986 to 1991 in terms of satisfaction with and circumstances which consumers visit fast food and moderately priced family restaurants.

NOTES TO THE READER

This study was designed to determine consumers' attitudes and behavior toward fast food and moderately priced family tableservice restaurants only. Other types of restaurants were not included. For the purposes of this survey, fast food and moderately priced family restaurants were defined as follows:

* **A fast food restaurant** is one at which food is ordered at a counter and there is no tableservice.

* **A moderately priced family restaurant** is one that provides waiter/waitress service and the average check size per person usually doesn't go much above $8.00.

FAST FOOD

FREQUENCY OF PATRONIZING FAST FOOD RESTAURANTS

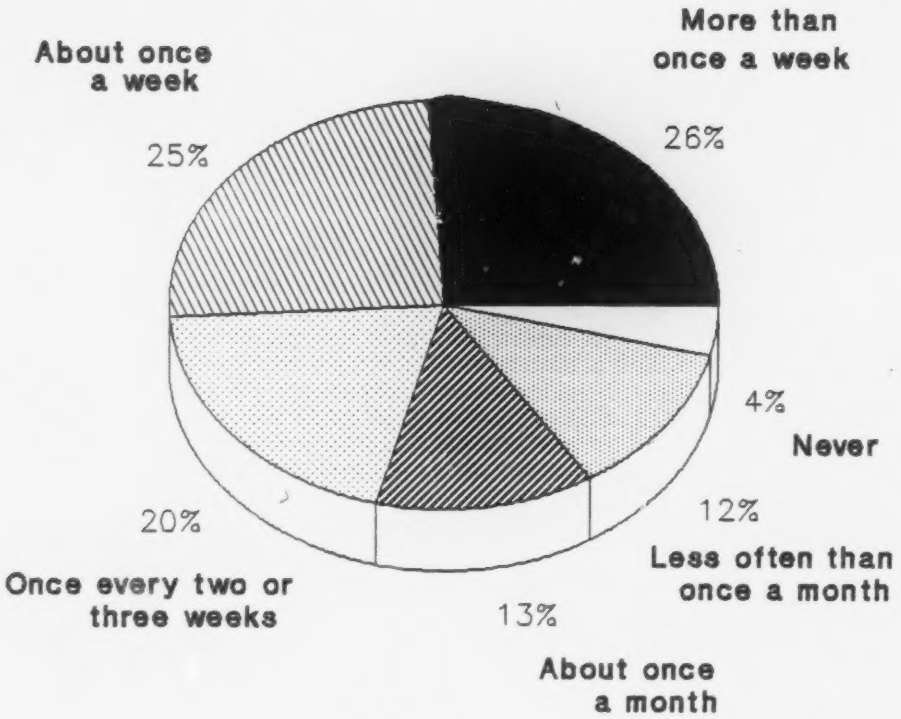
No doubt, fast food restaurants are popular with consumers. Over one-fourth (26 percent) of adults said they visited fast food restaurants more than once a week and another one-fourth did so about once a week. Only 4 percent of adults said they never eat at fast food restaurants.

Not surprisingly, the frequency of visiting fast food restaurants varies across different demographic groups. Young adults (18 to 24 years of age) frequently go to fast food places. Two out of five adults in this age group said they dine at fast food restaurants more than once a week. The proportion going more than once a week drops to 27 percent for those between 35 and 44 years of age.

Other demographic groups that had substantial proportions of consumers reporting they eat at fast food restaurants more than one time in a week included: persons living in the South (32 percent); males (30 percent); singles (30 percent); college graduates (29 percent); and those living in households with annual household incomes of $40,000 and over (28 percent).

Among those consumers that are less likely to patronize fast food establishments are: older consumers, persons living in the East, non-working women, and persons with less than a high school education. Of those adults age 65 and over, only 6 percent said they go to a fast food place more than once a week and 16 percent said they never go. Thirteen percent of non-working women surveyed reported they never dine at fast food establishments as did 11 percent of adults with less than a high school education.

FREQUENCY OF FAST FOOD RESTAURANT VISITS



FREQUENCY OF PATRONIZING FAST FOOD RESTAURANTS

	More Than Once A Week	About Once A Week	Once Every Two or Three Weeks	About Once A Month	Less Often Than Once A Month	Never
Sex						
Male	30%	26%	18%	13%	10%	3%
Female	22	25	21	13	14	6
Age						
18-24 years	40	28	22	5	5	*
25-34 years	33	30	17	14	5	1
35-44 years	27	28	20	15	11	*
45-54 years	25	19	22	15	14	5
55-64 years	19	15	22	18	19	7
65 and over	6	25	18	12	22	16
Marital Status						
Married	22	24	21	14	13	4
Single	30	27	17	12	9	5
Annual Household Income						
Under $20,000	22	29	18	12	11	8
$20,000-$39,999	26	27	17	15	12	3
$40,000 and over	28	23	21	13	11	4
Women's Employment Status						
Employed	24	24	21	14	13	4
Not employed	11	26	22	12	16	13
Education						
College graduate	29	25	16	14	13	3
High school graduate	24	25	23	14	11	3
Less than high school graduate	27	25	16	11	11	11
Region						
East	18	18	25	16	17	6
Midwest	25	32	17	13	9	4
South	32	26	14	13	9	5
West	25	25	24	11	11	4

---

*Less than o[illegible]lf of one percent.

SATISFACTION WITH FAST FOOD RESTAURANTS

Adult consumers were asked how satisfied they are with eleven attributes of fast food restaurants. Specifically, they were asked to indicate their level of satisfaction with the **convenience, location, speed of service, hours of operation, food quality, menu variety, food consistency, atmosphere, cleanliness, price paid for value received, and attitude of servers** at fast food places. Overall, consumers appear to be satisfied with their visits to fast food restaurants, especially when it comes to convenience.

The hours of operation, convenient location, and convenience of not having to prepare food scored the highest in terms of satisfaction as nearly four in five adult consumers said they are satisfied with each of these aspects of fast food restaurants. In general, females, Midwesterners, those in a higher income bracket, and individuals aged 18 to 24 as well as 35 to 54 were most likely to have said they are satisfied with the convenience aspects of fast food restaurants. Senior citizens, males, and singles were least likely to report satisfaction with convenience aspects of fast food restaurants.

The vast majority (79 percent) of adult consumers were satisfied with the **convenience of not preparing food**, although demographic variances emerged. A higher proportion of women (84 percent) than men (73 percent) said they are satisfied with the convenience of not having to prepare food. Similarly, a higher proportion of 18 to 24 year olds (83 percent) and 35 to 54 year olds (82 percent) said they are satisfied with this convenience aspect as did a high proportion of Midwesterners (81 percent). Persons aged 65 and older were less likely than others to be satisfied with this convenience aspect-- a smaller 66 percent said they are satisfied.

When it comes to the **hours of operation**, four-fifths (78 percent) of adult consumers reported satisfaction at fast food restaurants. Individuals between the ages of 45 and 54 (83 percent), those between 18 and 24 (82 percent), those with annual household incomes of $40,000 and over (82 percent), and married persons (81 percent) were most likely to have said they are satisfied with the hours of operation at fast food places. Another convenience aspect, that of **location**, also posted high marks with adult consumers-- 77 percent said they are satisfied with the location of fast food places. Those most likely to have said they are satisfied with this aspect are persons aged 18 to 24 as well as 35 to 54 (80 percent), and working women (80 percent).

The majority of adult consumers were also satisfied with speed of service, cleanliness, and food consistency. Two-thirds (63 percent) of consumers reported satisfaction with the **speed of service** at fast food restaurants. Women (66 percent) were more likely to say they are satisfied with the speed of service than men (59 percent). Consumers aged 65 and over (74 percent), those

45 to 64 years old (70 percent), and non-working women (75 percent) were more likely than others to say they are satisfied with this aspect of fast food. Combined with the satisfaction of convenience and the hours of operation, the relatively high degree of satisfaction with speed of service indicates that fast food places are doing a good job of meeting most consumers needs when it comes to getting a meal in a hurry.

Three-fifths (59 percent) said they are satisfied with the **cleanliness** of fast food restaurants. Consumers between 45 and 64 year old, individuals with less than a high school education, and Midwesterners were more likely than others report they are satisfied with fast food restaurant cleanliness. A similar proportion (59 percent) reported satisfaction with **food consistency from visit to visit.** Consumers in the lower income bracket as well as those with less than a high school education were most likely to report satisfaction with food consistency.

Over half (54 percent) of adults said they were satisfied with the **attitude of servers** at fast food restaurants. Women, Midwesterners, individuals with annual household incomes of under $20,000, and older consumers were most likely to say they are satisfied with the attitude of servers. An overwhelming seventy-one percent of consumers between 55 and 64 years old are satisfied with this aspect and 65 percent of consumers 65 years old and older reported satisfaction. Also, half of consumers surveyed reported satisfaction with the **variety of food and**

beverages offered. Consumers aged 55 and over, females, those with less than a high school education, and Southerners were more likely than others to have said they are satisfied with the variety offered at fast food places.

When it came to **price paid for value received** at fast food restaurants, just under half (48 percent) of consumers reported they are satisfied. Nearly two-thirds (63 percent) of consumers between the ages of 55 and 64 years old reported satisfaction with this aspect as did 58 percent of individuals 65 years old and over. Perhaps more demanding of price paid for value received were college graduates and persons between 18 and 24-- only 39 percent reported satisfaction with this aspect.

Among the eleven attributes surveyed, consumers were least satisfied with atmosphere and food quality at fast food establishments. Forty-three percent of adult consumers report satisfaction with the **atmosphere**. Consumers aged 55 and over (56 percent), those with annual household incomes of under $20,000 (55 percent), those with less than a high school education (59 percent) and non-working women (55 percent) had the highest proportion of satisfied customers. Those with a college education, living in the West, and with annual household incomes of $40,000 and over were least likely to report satisfaction. Two-fifths (42 percent) of adult consumers reported satisfaction with **food quality**. Again, older consumers, those in a lower income bracket, non-working women, and persons with less than a high school education were most satisfied with food quality.

SATISFACTION WITH FAST FOOD RESTAURANTS

	Mean value	Percent satisfied*
Convenience of not having to prepare the food	4.31	79 %
Hours of operation	4.23	78
Location convenient	4.23	77
Speed of service	3.80	63
Cleanliness	3.74	59
Food consistency from visit to visit	3.73	59
Attitude of servers	3.56	54
Variety of food and beverages offered	3.50	50
Price paid for value received	3.43	48
Atmosphere	3.33	43
Food quality	3.32	42

* Proportion who are very satisfied or satisfied

Note: Means are based on a 5 point scale where 5 represents "very satisfied" and 1 represents "very dissatisfied"

SATISFACTION WITH FAST FOOD RESTAURANTS

Proportion of adults saying they are very satisfied or satisfied with:

	Clean-liness	Food Quality	Variety of Food and Beverages	Speed of Service	Atmosphere	Location Convenient	Price Paid For Value Received	Conve-nience of Not Preparing	Attitude of Servers	Food Consistent From Visit To Visit	Hours of Operation
Sex											
Male	59%	40%	42%	59%	38%	75%	42%	73%	51%	58%	77%
Female	59	44	57	66	49	78	53	84	56	60	80
Age											
18-24 years	51	42	52	47	45	80	39	83	41	57	82
25-34 years	52	38	42	54	35	73	42	81	46	53	74
35-44 years	57	32	44	64	36	80	41	82	50	60	81
45-54 years	68	42	51	70	44	80	51	82	55	65	83
55-64 years	69	49	63	70	56	79	63	77	71	62	80
65 and over	63	55	56	74	56	71	58	66	65	60	72
Marital Status											
Married	62	40	51	65	44	77	47	79	54	59	81
Single	55	45	49	58	43	76	49	79	52	60	75
Annual Household Income											
Under $20,000	62	57	59	71	55	79	55	78	61	64	78
$20,000-$39,999	61	42	50	61	47	76	46	79	57	61	78
$40,000 and over	56	31	43	60	32	77	45	81	43	57	82
Women's Employment Status											
Employed	57	42	54	63	48	80	50	84	53	59	79
Not employed	64	55	65	75	55	71	64	80	65	67	80
Education											
College graduate	50	28	36	61	27	75	39	80	42	57	79
High school graduate	61	42	51	60	48	77	48	79	55	58	79
Less than high school graduate	66	64	70	70	59	79	63	77	66	67	77
Region											
East	57	41	48	61	44	76	45	76	54	57	78
Midwest	63	42	51	65	47	78	53	81	61	62	80
South	57	48	56	61	[illegible]	77	50	79	52	62	79
West	59	34	43	61	[illegible]	75	43	79	45	56	77

MODERATELY PRICED FAMILY RESTAURANTS

FREQUENCY OF PATRONIZING MODERATELY PRICED FAMILY RESTAURANTS

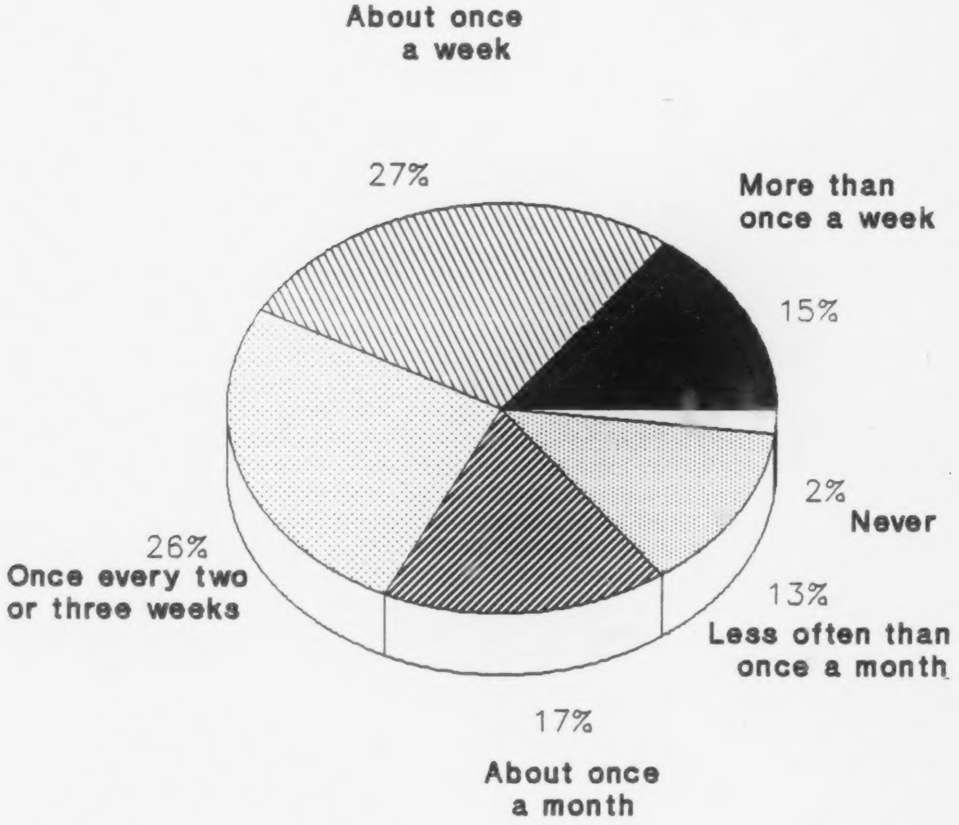
Moderately priced family tableservice restaurants are popular with consumers, although visited less frequently than fast food establishments-- just 15 percent of adults said they eat there more than once a week. On the other hand, 27 percent said they patronized these establishments about once a week and another 26 percent said they do so once every two or three weeks. Only 2 percent said they never patronize moderately priced family restaurants.

Frequent users of moderately priced family restaurants are likely to be persons between 45 and 64 years old, males, Southerners, and those in the middle or upper income brackets. Twenty percent of consumers between 45 and 64 years old said they dine at moderately priced family establishments more than once a week-- the highest proportion of any demographic group. More men said they dine at these establishments than women. One out of five (19 percent) of men said they dine at moderately priced family restaurants more than once a week compared to 12 percent of women that said so.

Among Southern consumers, 18 percent said they patronize moderately priced family restaurants more than once a week, and another 28 percent of Southerners reported they dine at these establishments about once a week. Consumers with higher income brackets are also more likely than others to dine at moderately priced family restaurants frequently. Seventeen percent of adult consumers who reported an annual household income of $40,000 and over said they eat at family restaurants more than once a week as did 16 percent of respondents with annual household incomes of $20,000 to $39,999.

Senior citizens as well as non-working women were the demographic groups with the highest proportion of respondents saying they never patronize moderately priced family restaurants. Eight percent of individuals aged 65 and over said they never dine at these establishments and eight percent of non-working women said so. Persons with less than a high school education (7 percent) and persons with annual household incomes of under $20,000 (5 percent) also showed a higher proportion of adults reporting they never dine at moderately priced family restaurants than others.

FREQUENCY OF MODERATELY PRICED FAMILY RESTAURANT VISITS



FREQUENCY OF PATRONIZING MODERATELY PRICED FAMILY RESTAURANTS

	More Than Once A Week	About Once A Week	Once Every Two or Three Weeks	About Once A Month	Less Often Than Once A Month	Never
Sex						
Male	19%	30%	27%	15%	9%	1%
Female	12	25	25	18	16	3
Age						
18-24 years	17	30	24	19	10	*
25-34 years	12	31	28	17	11	2
35-44 years	15	28	29	14	12	1
45-54 years	20	20	27	15	18	*
55-64 years	20	26	19	22	10	4
65 and over	12	28	22	15	15	8
Marital Status						
Married	15	29	26	15	13	2
Single	16	25	25	19	12	3
Annual Household Income						
Under $20,000	12	24	22	20	16	5
$20,000-$39,999	16	31	28	13	11	*
$40,000 and over	17	26	28	17	10	1
Women's Employment Status						
Employed	13	25	26	19	15	2
Not employed	9	26	18	17	21	8
Education						
College graduate	14	26	27	18	13	2
High school graduate	16	28	28	16	11	1
Less than high school graduate	16	28	15	17	16	7
Region						
East	12	30	26	17	13	2
Midwest	16	28	27	16	12	*
South	18	28	24	14	11	4
West	14	23	25	20	16	2

---

*Less than o[illegible]f of one percent.

SATISFACTION WITH MODERATELY PRICED FAMILY RESTAURANTS

Adult consumers were asked how satisfied they are with eleven attributes of moderately priced family restaurants. Specifically, they were asked to indicate their level of satisfaction with the **convenience, location, speed of service, hours of operation, food quality, menu variety, food consistency, atmosphere, cleanliness, price paid for value received, and attitude of servers** at moderately priced family restaurants. Consumers report a large degree of satisfaction with moderately priced family restaurants, particularly with convenience, food variety, attitude of servers, and cleanliness.

Adult consumers reported being most satisfied with the convenience aspect of **not having to prepare food** at moderately priced family restaurants than any other attribute-- 83 percent said they are satisfied with this convenience aspect. Women, especially employed women, individuals between 45 and 64 years old, and married persons posted high marks with the satisfaction of not having to prepare food. Nearly nine out of 10 (87 percent) of women reported satisfaction with this aspect compared to 79 percent of men. Working women (89 percent), individuals between 45 and 64 years old (86 percent), and married persons (85 percent) are more likely to report satisfaction with not preparing food than others.

Cleanliness ranked second in terms of consumer satisfaction. Over three-fourths (76 percent) of adult consumers reported satisfaction with the cleanliness of moderately priced family restaurants. Women (78 percent), individuals aged 65 years old and over (81 percent), persons with less than a high school education (82 percent), and those with annual household incomes of under $20,000 (80 percent) are more likely than others to report satisfaction with cleanliness. Westerners, college graduates, men, and individuals between the ages of 25 and 34 reported less satisfaction with cleanliness than others.

The majority of adult consumers also said they are satisfied with the **hours of operation** at moderately priced family establishments-- 75 percent report satisfaction with this aspect. Women (78 percent), consumers between 55 and 64 years old (88 percent), those with annual household incomes of under $20,000 (80 percent), and those with less than a high school education (83 percent) are most likely to report satisfaction with the hours of operation.

The **variety of foods and beverages offered** also received a high proportion of those saying they are satisfied with this attribute at moderately priced family restaurants. Seventy-two percent of adult consumers report satisfaction with the variety of food and beverages offered. Women (77 percent), consumers 45 to 54 years old (79 percent), those 55 to 64 years old (77 percent), and working women (80 percent) are more likely than others to report satisfaction at moderately priced family restaurants. Among those less likely to say they are satisfied are Westerners (64 percent), men (67 percent), and persons aged 65 and over (67 percent). When it comes to satisfaction with the **attitude of servers**, 72 percent reported they are satisfied. Consumers between the ages of 55 and 64 (81 percent), those 65 years old and over (77 percent), and those with annual household incomes of under $20,000 (78 percent) had the highest proportion of consumers saying they are satisfied with server attitude at moderately priced family restaurants. Among those less satisfied are college graduates (61 percent) and Westerners (66 percent).

Location, food consistency, food quality, and atmosphere also received relatively high levels of consumer satisfaction as over two-thirds of adults report satisfaction with each of these attributes. Sixty-nine percent of consumers report satisfaction with **convenience of the restaurant location**. Those most likely to report being satisfied are: those between 55 and 64 years old (80 percent); those 65 and over (76 percent); and Easterners (75 percent). Consumers less likely to report satisfaction with the location of moderately priced family restaurants are college graduates (63 percent) and individuals 25 to 34 years old (58 percent).

Consumers are equally satisfied with the **food consistency from visit to visit** as they are with location-- 69 percent report satisfaction with food consistency. Adults aged 55 to 64 years (79 percent), those with annual household incomes of under $20,000 (74 percent), and Southerners (73 percent) were among those reporting the most satisfaction with this aspect at moderately priced family establishments.

Over two-thirds (67 percent) of consumers are satisfied with **food quality**. Those reporting the highest proportion of satisfaction with food quality include: individuals between 55 and 64 years old (79 percent); those with annual household incomes of under $20,000 (77 percent); and consumers with less than a high school education (76 percent). In contrast, college graduates (56 percent), Westerners (57 percent), and those with annual household incomes of over $40,000 (59 percent) were less likely to report satisfaction with food quality.

When it comes to **atmosphere**, 67 percent of adult consumers said they are satisfied with this aspect at moderately priced family restaurants. Individuals with less than a high school education (79 percent), those with annual household incomes of under $20,000 (76 percent), and Midwesterners (72 percent) had a higher proportion of adults reporting they are satisfied with restaurant atmosphere. Those less likely to report satisfaction are college graduates (53 percent) and those living in the West (56 percent).

Although price paid for value received and speed of service rank among the lowest in terms of consumer satisfaction, nearly two-thirds of adults report they are satisfied with each of these aspects at moderately priced family restaurants. Sixty-four percent of consumers said they are satisfied with the **price paid**

for value received at these establishments. Those showing the highest proportion of satisfaction with the price paid for value received are: persons aged 55 to 64 years (76 percent); those 65 years old and over (73 percent); and consumers living in the East (72 percent). Adults between 25 and 34 years old report being less satisfied with the price paid for the value received than others--just over half (54 percent) said they are satisfied.

Sixty-two percent of adult consumers said they are satisfied with the **speed of service** at moderately priced family establishments. Consumers aged 65 years old are the group with the highest proportion satisfied with speed of service-- 78 percent of adults in this age group reported they are satisfied.

SATISFACTION WITH MODERATELY PRICED FAMILY RESTAURANTS

Proportion of adults saying they are very satisfied or satisfied with:

	Clean-liness	Food Quality	Variety of Food and Beverages	Speed of Service	Atmosphere	Location Convenient	Price Paid For Value Received	Conve-nience of Not Preparing	Attitude of Servers	Food Consistent From Visit To Visit	Hours of Operation
Sex											
Male	71%	64%	67%	60%	63%	66%	61%	79%	67%	67%	73%
Female	78	69	77	62	70	72	66	87	75	69	78
Age											
18-24 years	74	70	72	55	65	74	58	81	66	66	75
25-34 years	70	62	70	51	65	58	54	84	67	63	72
35-44 years	72	59	72	59	59	65	58	85	68	69	70
45-54 years	79	68	79	67	69	74	71	86	75	71	79
55-64 years	78	79	77	70	73	80	76	86	81	79	88
65 and over	81	70	67	78	71	76	73	79	77	68	81
Marital Status											
Married	75	67	72	62	65	69	64	85	73	70	76
Single	75	67	71	61	68	70	63	82	69	68	75
Annual Household Income											
Under $20,000	80	77	73	71	76	73	69	85	78	74	80
$20,000-$39,999	77	69	75	59	70	72	62	86	74	70	76
$40,000 and over	72	59	70	59	58	65	61	83	67	65	75
Women's Employment Status											
Employed	79	70	80	62	69	73	66	89	75	69	79
Not employed	76	68	67	63	70	71	63	80	74	68	80
Education											
College graduate	66	56	70	54	53	63	59	82	61	64	73
High school graduate	78	70	72	63	69	72	64	84	75	69	76
Less than high school graduate	82	76	75	71	79	74	70	85	78	74	83
Region											
East	77	68	74	65	68	75	72	83	72	67	74
Midwest	76	71	76	61	72	69	62	84	72	68	76
South	76	69	72	63	[illegible]	66	63	84	75	73	76
West	71	57	64	57	[illegible]	69	56	81	66	66	76

SATISFACTION WITH MODERATELY PRICED FAMILY RESTAURANTS

	Mean value	Percent satisfied*
Convenience of not having to prepare the food	4.42	83 %
Hours of operation	4.17	75
Cleanliness	4.07	76
Variety of food and beverages offered	4.06	72
Location convenient	4.02	69
Attitude of servers	4.01	72
Food consistency from visit to visit	3.94	69
Food quality	3.91	67
Atmosphere	3.90	67
Price paid for value received	3.85	64
Speed of service	3.83	62

* Proportion who are very satisfied or satisfied

Note: Means are based on a 5 point scale where 5 represents "very satisfied" and 1 represents "very dissatisfied"

REASONS FOR VISITING

CIRCUMSTANCES WHICH CONSUMERS VISIT FAST FOOD AND MODERATELY PRICED FAMILY RESTAURANTS-- 1986 VS. 1991

The reason a consumer chooses to patronize one type of establishment rather than another is of great interest to restaurateurs. To investigate why consumers choose to visit fast food and moderately priced family restaurants, consumers were asked to indicate under which circumstances they visit each of these types of establishments rather than another type of restaurant.

Convenience is critical to consumers when they chose a **fast food** place. In 1991, nearly two-thirds (65 percent) of consumers report they chose a fast food place rather than another type of restaurant when they were in a hurry, were busy, were concerned about the time factor or were looking for something that was more convenient. It appears, again, that fast food restaurants are now doing a better job of meeting consumer's convenience needs than they were in the past. In 1991, 17 percent of adults cited the reason of visiting a fast food restaurant rather than another type of establishment is because they are more convenient-- this represents a significant increase from the 11 percent reporting so in 1986.

Also, more consumers said they visit fast food restaurants when shopping or travelling now than said so five years ago. In 1991, 14 percent of adult consumers said they visit fast food restaurants rather than another type of restaurant while shopping or travelling compared to 12 percent who said so in 1986. Similarly, a higher proportion of adults said they visit a fast food restaurant rather than another type of restaurant to take their children or grandchildren out-- 10 percent reported this as a circumstance for visiting in 1991 compared to 8 percent saying so in 1986.

The reasons that consumers select a **moderately priced family restaurant** rather than another type of an establishment are varied. Although one-quarter of adults mentioned the time and convenience factor as a reason for selecting a moderately priced family restaurant instead of another establishment, no single reason stood out the way it does for fast food. Instead a variety of reasons from a night out, a family outing and an opportunity to be with friends to a special occasion were mentioned by a similar number of adults.

Significantly more consumers mentioned going to a moderately priced family restaurant rather than another type of restaurant now than five years ago because of convenience or a time limit. This is important as it signifies that more moderately priced family restaurants are meeting consumers convenience needs than previously. In 1991, 25 percent of adults said they chose a moderately priced family restaurant rather than another type of restaurant because of convenience, they were in a hurry or there was a time factor involved compared to only 11 percent who stated so in 1986.

Fifteen percent of consumers in 1991 mentioned going to a moderately priced family restaurant rather than another type of establishment for a night out or weekend evening out, more than the 11 percent who said so in 1986. A similar proportion (14 percent) of consumers said they go to this type of establishment because it is less expensive than other types compared to 12 percent who said so in 1986. Other frequently mentioned reasons for visiting moderately priced family restaurants in 1991 are: a family outing (10 percent); special occasions (9 percent); and being with friends or guests (8 percent).

CIRCUMSTANCES UNDER WHICH CONSUMERS PATRONIZE FAST FOOD RESTAURANTS-- 1991

Response to the question "Under what circumstances are you more likely to go to a fast food restaurant rather than another kind of restaurant?"

Circumstances	Portion of Respondents
In a hurry/busy/time factor	48 %
More convenient	17
Take children/grandchildren out	10
Lunch	9
Less expensive	9
Travelling/out of town	8
Shopping	6
Don't feel like cooking	6
At work	2
Hungry	2
Night out/weekend evening	2
Breakfast	2
After work	2
Better food/quality food	2

Note: Respondents allowed to chose three responses

CIRCUMSTANCES UNDER WHICH CONSUMERS PATRONIZE MODERATELY PRICED FAMILY RESTAURANTS-- 1991

Response to the question **"Under what circumstances are you more likely to go to a moderately priced family tableservice restaurant rather than another kind of restaurant?"**

Circumstances	Proportion of Respondents
Night out/weekend evening	15 %
Less expensive	14
Convenient	13
In a hurry/busy/time factor	12
Special occasions	9
Don't feel like cooking	9
With friends/guests	8
Family outings	7
Better food/quality food	7
Travelling/out of town	5
Relax/need a break	4
Shopping	4
Take children/grandchildren out	3
Atmosphere	3
Lunch	3
Dinner	2
Business	2

Note: Respondents allowed to chose three responses

REASONS FOR FAST FOOD VISITS-- 1986 VS. 1991

	Percent of adults reporting:	
	'86	'91
In a hurry/busy/time factor	52 %	48 %
More convenient	11	17
Shopping/travelling	12	14
Take children/grandchildren out	8	10
Lunch	N/A	9
Less expensive	8	9
Don't feel like cooking	8	6

N/A = Not available.

REASONS FOR MODERATELY PRICED FAMILY RESTAURANTS VISITS--1986 VS. 1991

	Percent of adults reporting:	
	'86	'91
Night out/weekend evening	11 %	15 %
Less expensive	12	14
Convenient	6	13
In a hurry/busy/time factor	5	12
Family outing	14	10
Special occasions	11	9
With friends/guests	7	8
Better food/quality food	9	7

CHANGING CONSUMER ATTITUDES

CHANGES IN CONSUMER SATISFACTION AT FAST FOOD RESTAURANTS-- 1986 VS. 1991

With 79 percent of adults reporting in 1991 that they are satisfied with the **convenience of not having to prepare a meal,** this aspect of convenience posted a significant increase from the 71 percent who reported satisfaction with convenience in 1986. Perhaps some of this increase is related to the proliferation of drive-thru and home delivery in recent years.

Satisfaction with another aspect of convenience -- **location** -- posted a significant gain as well. Apparently more consumers are satisfied that fast food locations are convenient-- over three-fourths (77 percent) of consumers are satisfied with this aspect in 1991 compared to 71 percent in 1986. This suggests the industry's expansion into nontraditional locations in shopping malls, on highways and in office buildings as well as their usual suburban and city sites are meeting more and more consumers needs for convenience.

Also, more consumers are satisfied with their fast food restaurant's surroundings than they were five years ago. Since **cleanliness** always ranks high among consumers in terms of importance, a significant increase in the proportion of consumers who are satisfied with this feature of eating at a fast food restaurant is especially relevant, showing that fast food management and employees are doing a good job of meeting the consumer's standard for cleanliness. In 1991, 59 percent of consumers said they are satisfied with cleanliness, significantly more than the 53 percent who were satisfied in 1986.

Apparently upgraded decor and more dining areas are having a positive impact on consumers as well. There was a significant increase in the proportion of adults reporting they are satisfied with the **atmosphere** at fast food places -- 43 percent in 1991 versus 32 percent in 1986.

Among other changes that have occurred at fast food restaurants in recent years is a major gain in customer satisfaction with the **variety of food and beverages offered**-- 50 percent in 1991, up significantly from 37 percent in 1986. This represents a strong vote of consumer confidence in the efforts made by fast food companies to introduce new products, such as salads and short run special sandwiches, to broaden their menu appeal. Moreover, it is gratifying to see that satisfaction with **speed of service** has not slipped, despite concern voiced by some who said increased variety would slow service to an unsatisfactory level for more consumers.

In 1991 significantly more consumers are satisfied with five critical aspects of fast food restaurants compared to 1986, suggesting that their overall experience at these establishments has improved. Moreover, the proportion of consumers who are satisfied with the price paid for value received remained unchanged. Perhaps this suggests that the recent switch in emphasis from typical price-off offers to other types of promotions to maintain menu price integrity is effective.

CHANGES IN CONSUMER SATISFACTION AT MODERATELY PRICED FAMILY RESTAURANTS-- 1986 VS. 1991

In 1991, 83 percent of adult consumers report they are satisfied with the convenience of not having to prepare the meal themselves, which represents a significant increase from 78 percent in 1986. Whatever the reason, moderately priced family tableservice restaurants are an appealing alternative to eating at home to an overwhelming majority of consumers. Other aspects of moderately priced tableservice restaurants where there is a significant increase in consumer satisfaction between 1986 and 1991 include: **cleanliness; atmosphere; variety of food and beverages offered; attitude of servers, and speed of service.**

Similar to survey results for fast food establishments, there are significant gains in the proportion of adults who are satisfied with **atmosphere** and **cleanliness** at moderately priced family establishments. Again, this shows that improvements made in decor and maintenance are satisfying more and more consumer needs for pleasant, attractive surroundings. In 1991, three-fourths (76 percent) of consumers said they are satisfied with **cleanliness**, up significantly from 71 percent in 1986. Satisfaction with **atmosphere** showed a significant increase as well-- from 58 percent in 1986 to 67 percent in 1991. Also posting a significant increase was satisfaction with speed of service-- from 54 percent in 1986 to 62 percent in 1991.

In terms of **variety offered**, the changes moderately priced family restaurants have made, in many cases by adding food and salad bars as well as ethnic and healthful items, are appealing to more consumers than before. Furthermore, consumers are more likely to be satisfied with **server attitude**, suggesting that improved server training programs are having an impact.

Taken together these results indicate that more consumers are having a better overall experience when dining at moderately priced family restaurants with improved satisfaction for important aspects of food, service, speed and surroundings. This adds up to consumer satisfaction with value received for the price for nearly two-thirds of adults.

SATISFACTION WITH FAST FOOD AND MODERATELY PRICED FAMILY RESTAURANTS-- 1986 VS. 1991

	Fast Food		Moderately Priced Family Restaurants	
	'86	'91	'86	'91
Cleanliness	53 %	59*%	71 %	76*%
Food quality	38	42	67	67
Variety Offered	37	50*	66	72*
Speed of service	62	63	54	62*
Atmosphere	32	43*	58	67*
Location convenient	71	77*	66	69
Price paid for value received	46	48	64	64
Convenience of not having to prepare	71	79*	78	83*
Attitude of servers	52	54	67	72*
Food consistency from visit to visit	N/A	59	N/A	69
Hours of operation	N/A	78	N/A	75

Note: The percent represents proportion of respondents answering 4 or 5 on 5 point scale where 1=very dissatisfied and 5=very satisfied.

* significant change

N/A = Not available.

DETAILED TABLES

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC028

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:

A. Cleanliness?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	62 4%	30 4%	33 4%	49 4%	11 5%	14 7%	23 6%	11 3%	2 1%	1 1%	11 4%	27 3%	32 5%	45 4%	14 3%
2	118 7%	71 9%	47 6%	100 7%	17 8%	23 11%	37 10%	26 8%	11 5%	4 2%	16 6%	70 7%	48 7%	88 8%	30 6%
3	425 26%	190 25%	235 28%	366 26%	58 28%	65 31%	124 32%	106 31%	52 22%	45 23%	34 14%	245 25%	180 28%	297 27%	129 26%
4	506 31%	272 35%	234 28%	450 32%	55 26%	58 28%	135 35%	118 35%	81 35%	54 27%	61 24%	318 33%	186 29%	374 33%	128 26%
5 (Very satisfied)	448 28%	188 24%	260 31%	379 27%	68 32%	49 23%	64 17%	75 22%	77 33%	83 42%	100 39%	279 29%	167 26%	269 24%	177 36%
Don't Know	55 3%	17 2%	39 5%	54 4%	1 0%	-	-	3 1%	10 4%	11 5%	32 13%	27 3%	28 4%	46 4%	9 2%
Mean	3.74	3.69	3.79	3.75	3.73	3.50	3.47	3.65	3.99	4.14	4.01	3.80	3.67	3.68	3.89
Standard Deviation	1.08	1.07	1.08	1.06	1.15	1.17	1.07	1.01	.93	.91	1.16	1.04	1.11	1.07	1.07

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC029
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
A. Cleanliness?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	62 4%	19 4%	35 4%	8 3%	11 2%	19 4%	28 7%	32 5%	1 1%	12 5%	2 1%	18 8%	9 4%	8 4%	8 4%	6 2%
2	118 7%	46 10%	65 7%	7 2%	59 10%	33 6%	18 5%	41 6%	6 3%	24 10%	15 6%	20 9%	9 4%	19 10%	16 7%	14 5%
3	425 26%	157 33%	211 24%	57 21%	169 30%	141 27%	81 20%	199 30%	36 21%	49 21%	71 28%	53 24%	64 29%	66 34%	48 22%	74 28%
4	506 31%	158 34%	290 33%	56 20%	188 33%	188 36%	102 25%	199 30%	34 20%	60 25%	104 40%	75 34%	62 28%	48 24%	81 37%	76 29%
5 (Very satisfied)	448 28%	75 16%	244 28%	127 46%	130 23%	133 25%	151 37%	184 27%	76 44%	85 36%	62 24%	47 21%	56 25%	53 27%	55 25%	91 34%
Don't Know	55 3%	15 3%	21 2%	19 7%	13 2%	11 2%	24 6%	19 3%	19 11%	6 3%	3 1%	6 3%	21 10%	3 1%	10 5%	5 2%
Mean	3.74	3.50	3.76	4.12	3.66	3.75	3.87	3.71	4.17	3.79	3.82	3.53	3.74	3.61	3.77	3.89
Standard Deviation	1.08	1.02	1.08	1.06	1.01	1.03	1.20	1.09	96	1.20	.90	1.18	1.06	1.11	1.05	1.02

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC030
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
A. Cleanliness?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	62 4%	15 4%	-	15 5%	10 3%	7 3%	4 2%	21 4%	13 4%	8 5%	15 5%	-	15 6%
2	118 7%	34 8%	6 8%	28 8%	29 7%	15 6%	14 9%	27 5%	14 4%	13 8%	28 9%	5 6%	23 10%
3	425 26%	106 26%	21 28%	84 26%	104 26%	65 26%	39 26%	134 28%	90 28%	44 27%	82 26%	31 36%	51 22%
4	506 31%	124 30%	20 27%	104 31%	122 31%	81 33%	41 27%	153 31%	112 35%	41 25%	107 33%	28 34%	79 33%
5 (Very satisfied)	448 28%	109 27%	26 34%	82 25%	130 32%	78 31%	52 34%	127 26%	79 24%	48 30%	83 26%	19 22%	64 27%
Don't Know	55 3%	19 5%	3 3%	17 5%	5 1%	2 1%	3 2%	25 5%	16 5%	9 5%	6 2%	1 1%	5 2%
Mean	3.74	3.71	3.91	3.67	3.84	3.85	3.82	3.73	3.75	3.70	3.68	3.73	3.66
Standard Deviation	1.08	1.09	.99	1.11	1.05	1.03	1.09	1.07	1.02	1.16	1.11	.89	1.18

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC031

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
B. Food quality?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	112 7%	65 8%	47 6%	101 7%	10 5%	13 6%	27 7%	25 7%	15 7%	15 7%	17 7%	71 7%	41 6%	87 8%	25 5%
2	249 15%	135 18%	114 13%	222 16%	26 12%	27 13%	67 17%	65 19%	38 16%	34 17%	18 7%	148 15%	98 15%	194 17%	52 11%
3	524 32%	243 32%	281 33%	448 32%	73 35%	81 39%	144 38%	138 41%	77 33%	43 22%	41 16%	331 34%	191 30%	347 31%	173 36%
4	392 24%	196 26%	196 23%	341 24%	51 24%	62 30%	101 26%	73 21%	51 22%	36 18%	69 27%	215 22%	176 27%	275 25%	114 24%
5 (Very satisfied)	288 18%	110 14%	178 21%	238 17%	49 23%	25 12%	45 12%	38 11%	47 20%	61 31%	72 28%	175 18%	113 18%	170 15%	117 24%
Don't Know	47 3%	18 2%	30 4%	46 3%	1 0%	-	-	-	5 2%	9 5%	34 13%	26 3%	21 3%	44 4%	3 1%
Refused	2 0%	-	2 0%	2 0%	-	-	-	-	-	-	2 1%	1 0%	1 0%	1 0%	1 0%
Mean	3.32	3.20	3.42	3.29	3.49	3.28	3.19	3.10	3.34	3.50	3.74	3.29	3.36	3.23	3.51
Standard Deviation	1.15	1.16	1.14	1.16	1.13	1.05	1.08	1.07	1.18	1.32	1.23	1.16	1.15	1.16	1.13

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC032
QN11: Thinking of fast-food restaurants you know about, by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
B. Food quality?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	112 7%	34 7%	53 6%	24 9%	45 8%	37 7%	23 6%	45 7%	1 1%	15 6%	13 5%	25 11%	9 4%	10 5%	29 13%	11 4%
2	249 15%	102 22%	125 14%	22 8%	116 20%	71 14%	44 11%	97 14%	16 9%	28 12%	42 16%	38 17%	45 21%	27 14%	32 15%	37 14%
3	524 32%	190 40%	294 34%	39 14%	229 40%	179 34%	81 20%	241 36%	40 23%	80 34%	96 37%	71 32%	53 24%	63 32%	64 29%	97 36%
4	392 24%	105 22%	229 26%	57 21%	118 21%	144 27%	102 25%	147 22%	49 28%	61 26%	71 28%	40 18%	49 22%	52 26%	58 27%	61 23%
5 (Very satisfied)	288 18%	29 6%	140 16%	117 43%	57 10%	81 15%	130 32%	132 20%	46 27%	50 21%	31 12%	40 18%	42 19%	41 21%	30 14%	55 21%
Don't Know	47 3%	10 2%	22 2%	15 5%	7 1%	12 2%	22 6%	11 2%	19 11%	2 1%	3 1%	5 2%	21 10%	4 2%	6 3%	5 2%
Refused	2 0%	-	2 0%	-	-	1 0%	1 0%	1 0%	1 1%	-	1 0%	-	-	-	-	1 0%
Mean	3.32	2.99	3.33	3.85	3.04	3.31	3.71	3.34	3.80	3.44	3.26	3.15	3.35	3.46	3.13	3.43
Standard Deviation	1.15	1.00	1.11	1.34	1.06	1.12	1.22	1.15	1.02	1.14	1.04	1.26	1.18	1.13	1.24	1.10

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC033

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
B. Food quality?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG- LAND	MID- ATLC.	MID- WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	112 7%	37 9%	2 3%	35 11%	20 5%	7 3%	13 9%	28 6%	18 6%	10 6%	27 8%	-	27 11%
2	249 15%	66 16%	23 30%	43 13%	66 17%	43 18%	23 15%	57 12%	40 12%	17 11%	60 19%	17 20%	43 18%
3	524 32%	127 31%	25 32%	102 31%	133 33%	83 34%	49 32%	144 30%	88 27%	55 34%	121 38%	41 48%	80 34%
4	392 24%	89 22%	15 19%	74 22%	87 22%	42 17%	45 30%	143 29%	97 30%	46 29%	73 23%	14 17%	59 25%
5 (Very satisfied)	288 18%	77 19%	10 13%	68 21%	82 20%	64 26%	18 12%	94 19%	65 20%	30 18%	35 11%	11 13%	24 10%
Don't Know	47 3%	11 3%	3 3%	8 2%	11 3%	7 3%	4 3%	19 4%	16 5%	3 2%	6 2%	1 1%	5 2%
Refused	2 0%	1 0%	-	1 0%	1 0%	1 0%	-	-	-	-	-	-	-
Mean	3.32	3.26	3.10	3.30	3.37	3.47	3.21	3.47	3.49	3.43	3.09	3.24	3.04
Standard Deviation	1.15	1.22	1.08	1.25	1.15	1.15	1.12	1.12	1.14	1.11	1.10	94	1.15

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC034
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
C. Variety of food and beverages offered?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	106 7%	55 7%	51 6%	95 7%	11 5%	14 7%	24 6%	30 9%	16 7%	7 4%	14 6%	53 6%	50 8%	83 7%	20 4%
2	205 13%	126 16%	80 9%	194 14%	11 5%	16 8%	69 18%	51 15%	29 12%	13 7%	27 10%	137 14%	67 11%	150 13%	54 11%
3	461 29%	250 33%	212 25%	392 28%	67 32%	70 34%	129 34%	105 31%	66 28%	46 23%	46 18%	266 28%	195 30%	320 29%	140 29%
4	403 25%	187 24%	216 26%	339 24%	64 30%	57 27%	95 25%	90 27%	60 26%	50 25%	51 20%	248 26%	154 24%	297 27%	104 21%
5 (Very satisfied)	402 25%	138 18%	264 31%	341 24%	57 27%	51 25%	66 17%	59 17%	59 25%	75 38%	92 36%	242 25%	158 25%	235 21%	165 34%
Don't Know	36 2%	12 2%	24 3%	35 3%	1 0%	-	1 0%	2 0%	3 1%	6 3%	24 9%	19 2%	17 3%	33 3%	3 1%
Refused	1 0%	-	1 0%	1 0%	-	-	-	1 0%	-	-	-	1 0%	-	1 0%	-
Mean	3.50	3.30	3.68	3.47	3.69	3.55	3.29	3.29	3.51	3.90	3.78	3.52	3.49	3.42	3.70
Standard Deviation	1.19	1.16	1.20	1.21	1.09	1.15	1.14	1.19	1.20	1.12	1.26	1.18	1.21	1.19	1.17

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC035
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
C. Variety of food and beverages offered?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	106 7%	25 5%	56 6%	25 9%	35 6%	30 6%	28 7%	49 7%	2 1%	14 6%	13 5%	23 10%	9 4%	14 7%	21 10%	12 4%
2	205 13%	111 24%	79 9%	16 6%	96 17%	73 14%	27 7%	69 10%	11 6%	23 10%	28 11%	33 15%	35 16%	23 12%	33 15%	30 11%
3	461 29%	155 33%	269 31%	37 13%	189 33%	149 28%	95 24%	176 26%	35 20%	57 24%	99 38%	63 29%	55 25%	45 23%	58 26%	85 32%
4	403 25%	115 24%	231 27%	57 21%	146 26%	132 25%	97 24%	177 26%	39 22%	49 21%	64 25%	55 25%	66 30%	59 30%	51 23%	59 22%
5 (Very satisfied)	402 25%	55 12%	209 24%	136 49%	98 17%	131 25%	142 35%	190 28%	74 43%	90 38%	49 19%	41 19%	41 19%	53 27%	51 23%	77 29%
Don't Know	36 2%	10 2%	21 2%	5 2%	7 1%	11 2%	14 3%	10 2%	13 8%	3 1%	3 1%	4 2%	13 6%	3 1%	6 3%	4 2%
Refused	1 0%	-	1 0%	-	-	-	1 0%	1 0%	-	-	1 0%	-	-	-	-	-
Mean	3.50	3.14	3.54	3.97	3.31	3.51	3.77	3.59	4.08	3.77	3.42	3.27	3.46	3.59	3.36	3.61
Standard Deviation	1.19	1.08	1.15	1.31	1.13	1.18	1.22	1.22	1.02	1.23	1.08	1.24	1.13	1.21	1.27	1.15

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC036
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
C. Variety of food and beverages offered?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	106 7%	30 7%	4 6%	26 8%	23 6%	11 4%	12 8%	22 4%	15 5%	7 4%	31 9%	3 3%	28 12%
2	205 13%	59 15%	16 21%	43 13%	45 11%	25 10%	20 13%	54 11%	38 12%	15 10%	48 15%	10 12%	38 16%
3	461 29%	115 28%	24 31%	92 28%	124 31%	71 29%	53 35%	123 25%	80 25%	43 27%	99 31%	31 36%	68 29%
4	403 25%	92 23%	16 20%	77 23%	101 25%	62 25%	39 26%	135 28%	93 29%	41 25%	76 24%	21 25%	55 23%
5 (Very satisfied)	402 25%	100 25%	14 19%	86 26%	102 26%	77 31%	25 17%	138 28%	86 27%	52 32%	61 19%	19 23%	42 18%
Don't Know	36 2%	9 2%	3 3%	7 2%	5 1%	2 1%	3 2%	14 3%	11 3%	3 2%	8 2%	1 1%	6 3%
Refused	1 0%	1 0%	-	1 0%	-	-	-	-	-	-	-	-	-
Mean	3.50	3.44	3.26	3.48	3.54	3.69	3.30	3.67	3.63	3.73	3.29	3.53	3.20
Standard Deviation	1.19	1.23	1.18	1.24	1.16	1.15	1.16	1.15	1.15	1.15	1.22	1.08	1.26

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC037

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
D. Speed of service?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	46 3%	32 4%	14 2%	38 3%	7 3%	9 4%	17 4%	10 3%	2 1%	-	8 3%	27 3%	19 3%	29 3%	17 3%
2	137 8%	75 10%	62 7%	120 9%	16 7%	25 12%	42 11%	31 9%	15 6%	8 4%	17 7%	80 8%	56 9%	111 10%	25 5%
3	386 24%	197 26%	189 22%	314 22%	72 34%	76 36%	118 31%	84 25%	48 21%	44 22%	16 6%	214 22%	172 27%	262 23%	123 25%
4	527 33%	268 35%	259 31%	467 33%	60 28%	51 24%	129 34%	141 42%	74 32%	54 27%	80 32%	334 35%	192 30%	401 36%	125 26%
5 (Very satisfied)	477 30%	183 24%	294 35%	419 30%	55 26%	48 23%	76 20%	73 22%	89 38%	84 43%	105 42%	292 30%	180 28%	276 25%	195 40%
Don't Know	41 3%	13 2%	29 3%	40 3%	1 0%	-	1 0%	-	5 2%	8 4%	27 11%	19 2%	22 3%	39 4%	2 0%
Mean	3.80	3.65	3.93	3.82	3.67	3.49	3.54	3.70	4.02	4.13	4.14	3.83	3.74	3.73	3.94
Standard Deviation	1.06	1.08	1.02	1.06	1.05	1.11	1.07	1.01	.98	.91	1.07	1.05	1.07	1.04	1.08

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC038
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter. using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
D. Speed of service?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED	THUR	FRI	SAT	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	46 3%	15 3%	28 3%	3 1%	14 2%	19 4%	9 2%	14 2%	-	9 4%	4 1%	6 3%	-	8 4%	10 4%	9 3%
2	137 8%	47 10%	70 8%	20 7%	58 10%	38 7%	25 6%	55 8%	7 4%	25 11%	20 8%	23 10%	22 10%	13 7%	15 7%	19 7%
3	386 24%	110 23%	226 26%	50 18%	150 26%	134 25%	70 17%	171 25%	19 11%	53 22%	78 30%	57 26%	52 23%	47 24%	38 17%	61 23%
4	527 33%	186 40%	287 33%	53 19%	204 36%	195 37%	104 26%	217 32%	42 24%	68 29%	97 38%	67 30%	52 24%	71 36%	79 36%	94 35%
5 (Very satisfied)	477 30%	101 21%	235 27%	139 51%	137 24%	127 24%	180 45%	206 31%	88 51%	77 33%	57 22%	61 28%	78 35%	53 27%	71 33%	80 30%
Don't Know	41 3%	11 2%	19 2%	10 4%	8 1%	12 2%	16 4%	12 2%	17 10%	3 1%	3 1%	5 2%	16 7%	4 2%	6 3%	3 1%
Mean	3.80	3.68	3.74	4.15	3.70	3.73	4.09	3.82	4.36	3.77	3.72	3.72	3.91	3.76	3.88	3.82
Standard Deviation	1.06	1.03	1.05	1.05	1.03	1.03	1.05	1.03	.86	1.14	.95	1.08	1.04	1.07	1.10	1.05

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC039

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
D. Speed of service?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	46 3%	8 2%	-	8 2%	15 4%	12 5%	2 1%	18 4%	12 4%	6 4%	6 2%	-	6 2%
2	137 8%	37 9%	7 10%	30 9%	31 8%	14 6%	17 11%	45 9%	30 9%	15 9%	25 8%	6 7%	18 8%
3	386 24%	100 25%	20 27%	80 24%	90 23%	58 23%	33 22%	111 23%	79 24%	32 20%	84 26%	26 30%	59 25%
4	527 33%	124 30%	25 32%	99 30%	132 33%	74 30%	58 38%	154 32%	102 31%	52 32%	117 36%	35 42%	82 35%
5 (Very satisfied)	477 30%	127 31%	22 28%	106 32%	127 32%	88 35%	39 26%	141 29%	86 27%	54 33%	82 25%	16 19%	66 28%
Don't Know	41 3%	11 3%	3 3%	8 2%	5 1%	2 1%	3 2%	18 4%	15 5%	3 2%	8 2%	1 1%	6 3%
Mean	3.80	3.82	3.82	3.82	3.83	3.86	3.78	3.76	3.71	3.84	3.78	3.74	3.79
Standard Deviation	1.06	1.05	.98	1.07	1.08	1.12	1.01	1.10	1.09	1.12	.98	.86	1.03

C1MC040

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants.
E. Atmosphere?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	149 9%	90 12%	59 7%	139 10%	9 4%	27 13%	29 7%	34 10%	28 12%	9 5%	21 8%	82 8%	67 10%	110 10%	39 8%
2	230 14%	116 15%	113 13%	202 14%	27 13%	19 9%	75 20%	73 22%	29 13%	17 9%	16 6%	142 15%	84 13%	173 16%	51 10%
3	493 31%	261 34%	232 27%	417 30%	75 36%	70 34%	143 37%	108 32%	70 30%	54 27%	47 19%	301 31%	192 30%	360 32%	134 27%
4	360 22%	167 22%	193 23%	308 22%	50 24%	55 27%	86 22%	74 22%	44 19%	44 22%	57 23%	217 23%	141 22%	247 22%	110 23%
5 (Very satisfied)	342 21%	121 16%	221 26%	292 21%	48 23%	37 18%	49 13%	48 14%	59 25%	67 34%	83 33%	205 21%	136 21%	191 17%	149 31%
Don't Know	41 3%	12 2%	29 3%	40 3%	1 0%	-	1 0%	2 0%	3 1%	6 3%	29 11%	19 2%	22 3%	38 3%	3 1%
Mean	3.33	3.15	3.49	3.30	3.49	3.26	3.13	3.08	3.33	3.74	3.73	3.34	3.31	3.22	3.58
Standard Deviation	1.23	1.21	1.23	1.25	1.11	1.24	1.11	1.19	1.31	1.17	1.29	1.22	1.26	1.21	1.25

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC041

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
E. Atmosphere?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED	THUR	FRI	SAT	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	149 9%	57 12%	69 8%	23 9%	62 11%	39 7%	32 8%	54 8%	5 3%	18 8%	15 6%	36 16%	22 10%	12 6%	32 15%	14 5%
2	230 14%	107 23%	100 12%	22 8%	115 20%	65 12%	30 7%	92 14%	22 13%	27 11%	43 17%	38 17%	32 14%	36 18%	17 8%	38 14%
3	493 31%	170 36%	266 31%	57 21%	207 36%	164 31%	101 25%	199 29%	33 19%	75 32%	72 28%	60 27%	60 27%	58 29%	67 31%	102 38%
4	360 22%	85 18%	230 27%	45 16%	108 19%	145 28%	85 21%	165 25%	27 16%	50 21%	60 23%	49 22%	44 20%	48 24%	60 27%	49 18%
5 (Very satisfied)	342 21%	42 9%	181 21%	117 43%	73 13%	101 19%	136 34%	153 23%	68 39%	63 27%	64 25%	33 15%	44 20%	41 21%	37 17%	60 22%
Don't Know	41 3%	10 2%	21 2%	10 4%	7 1%	11 2%	19 5%	10 2%	18 11%	3 1%	3 1%	4 2%	18 8%	3 1%	6 3%	4 2%
Mean	3.33	2.89	3.42	3.79	3.03	3.40	3.68	3.41	3.85	3.48	3.45	3.02	3.29	3.36	3.24	3.39
Standard Deviation	1.23	1.12	1.18	1.33	1.16	1.16	1.26	1.22	1.21	1.22	1.21	1.30	1.27	1.19	1.27	1.14

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC042
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
E. Atmosphere?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MN	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	149 9%	45 11%	6 8%	38 12%	38 10%	27 11%	11 7%	27 5%	18 6%	8 5%	39 12%	4 4%	36 15%
2	230 14%	45 11%	14 18%	31 9%	50 12%	28 11%	22 15%	71 15%	46 14%	25 16%	64 20%	15 17%	49 21%
3	493 31%	131 32%	24 32%	107 32%	116 29%	64 26%	52 34%	153 32%	95 29%	58 36%	92 29%	28 33%	64 27%
4	360 22%	100 25%	17 22%	83 25%	97 24%	60 24%	37 24%	96 20%	69 21%	27 17%	67 21%	21 25%	46 19%
5 (Very satisfied)	342 21%	77 19%	13 16%	65 20%	94 23%	67 27%	27 18%	120 25%	80 25%	40 24%	51 16%	16 19%	35 15%
Don't Know	41 3%	9 2%	3 3%	7 2%	5 1%	2 1%	3 2%	19 4%	16 5%	3 2%	8 2%	1 1%	6 3%
Mean	3.33	3.30	3.21	3.32	3.40	3.46	3.31	3.45	3.48	3.41	3.08	3.37	2.98
Standard Deviation	1.23	1.23	1.20	1.24	1.25	1.30	1.16	1.19	1.20	1.18	1.25	1.12	1.29

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC043
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
F. Location being convenient?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	33 2%	20 3%	13 2%	27 2%	7 3%	2 1%	15 4%	10 3%	-	2 1%	4 2%	23 2%	8 1%	23 2%	8 2%
2	86 5%	40 5%	46 5%	81 6%	3 2%	12 6%	32 8%	13 4%	5 2%	8 4%	16 6%	49 5%	36 6%	64 6%	21 4%
3	214 13%	113 15%	101 12%	169 12%	45 21%	28 14%	57 15%	43 13%	39 17%	22 11%	25 10%	131 14%	81 13%	142 13%	70 14%
4	400 25%	226 29%	174 21%	365 26%	34 16%	50 24%	112 29%	113 33%	57 25%	34 17%	35 14%	264 27%	136 21%	294 26%	105 22%
5 (Very satisfied)	840 52%	353 46%	487 57%	716 51%	120 57%	117 56%	168 44%	159 47%	129 55%	123 62%	144 57%	484 50%	354 55%	558 50%	279 57%
Don't Know	41 3%	16 2%	26 3%	40 3%	1 0%	-	-	-	3 1%	9 5%	29 11%	15 2%	26 4%	38 3%	3 1%
Mean	4.23	4.13	4.31	4.22	4.23	4.29	4.00	4.18	4.35	4.42	4.33	4.19	4.29	4.20	4.30
Standard Deviation	1.01	1.03	.99	1.01	1.05	.96	1.13	.99	.83	.94	1.06	1.02	.99	1.02	.98

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TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CFMC044
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
F. Location being convenient?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	[illegible]	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	33 2%	8 2%	26 3%	-	7 1%	12 2%	8 2%	12 2%	1 1%	4 2%	4 2%	3 1%	3 1%	2 1%	9 4%	9 3%
2	86 5%	32 7%	35 4%	19 7%	25 4%	32 6%	27 7%	36 5%	10 6%	16 7%	9 3%	14 6%	7 3%	12 6%	10 5%	18 7%
3	214 13%	70 15%	118 14%	25 9%	85 15%	76 15%	35 9%	81 12%	20 12%	32 13%	35 14%	26 12%	32 15%	21 10%	30 14%	40 15%
4	400 25%	146 31%	227 26%	27 10%	178 31%	146 28%	60 15%	153 23%	21 12%	53 22%	79 31%	58 26%	42 19%	64 32%	49 22%	57 21%
5 (Very satisfied)	840 52%	206 44%	444 51%	188 69%	265 46%	250 48%	256 64%	384 57%	103 59%	130 55%	128 50%	115 53%	119 54%	98 50%	115 53%	134 50%
Don't Know	41 3%	8 2%	17 2%	15 5%	10 2%	9 2%	17 4%	7 1%	18 11%	2 1%	3 1%	4 2%	16 7%	1 1%	6 3%	9 3%
Mean	4.23	4.11	4.21	4.48	4.19	4.14	4.37	4.29	4.38	4.23	4.25	4.25	4.31	4.25	4.18	4.13
Standard Deviation	1.01	1.01	1.03	.95	.94	1.03	1.04	1.00	.99	1.03	.94	.99	.96	.94	1.11	1.12

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC045

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:

F. Location being convenient?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	33 2%	2 1%	1 1%	1 0%	10 3%	3 1%	7 4%	13 3%	6 2%	6 4%	8 3%	1 1%	7 3%
2	86 5%	17 4%	2 3%	15 5%	15 4%	9 4%	7 4%	29 6%	19 6%	10 6%	24 7%	-	24 10%
3	214 13%	62 15%	7 8%	56 17%	56 14%	22 9%	34 22%	54 11%	33 10%	21 13%	42 13%	18 21%	24 10%
4	400 25%	110 27%	26 34%	84 25%	109 27%	69 28%	40 26%	107 22%	68 21%	40 24%	73 23%	26 30%	48 20%
5 (Very satisfied)	840 52%	201 49%	38 50%	163 49%	206 51%	141 57%	65 42%	265 55%	183 56%	82 51%	168 52%	39 46%	129 54%
Don't Know	41 3%	14 3%	3 3%	11 3%	3 1%	2 1%	1 1%	18 4%	14 4%	3 2%	6 2%	1 1%	5 2%
Mean	4.23	4.25	4.33	4.23	4.22	4.37	3.98	4.24	4.30	4.14	4.17	4.22	4.16
Standard Deviation	1.01	.92	.86	.93	1.00	.90	1.11	1.06	1.02	1.12	1.09	.88	1.15

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC046

QN11: Thinking of fast-food restaurants you know about, by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants.
G. Price paid for value received?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	124 8%	67 9%	57 7%	108 8%	14 7%	25 12%	29 7%	36 11%	9 4%	5 2%	20 8%	68 7%	56 9%	84 7%	40 8%
2	192 12%	102 13%	90 11%	165 12%	26 12%	28 14%	57 15%	49 15%	29 13%	17 8%	11 4%	113 12%	75 12%	147 13%	42 9%
3	482 30%	261 34%	221 26%	414 30%	69 33%	74 36%	138 36%	112 33%	69 29%	44 22%	46 18%	307 32%	173 27%	336 30%	142 29%
4	433 27%	211 27%	223 26%	365 26%	66 32%	55 26%	116 30%	92 27%	58 25%	39 20%	74 29%	254 26%	177 28%	296 26%	135 28%
5 (Very satisfied)	338 21%	112 15%	226 27%	302 22%	35 17%	27 13%	45 12%	47 14%	62 26%	85 43%	72 29%	201 21%	137 21%	212 19%	126 26%
Don't Know	46 3%	16 2%	30 4%	45 3%	1 0%	-	-	2 0%	6 3%	8 4%	30 12%	23 2%	23 4%	44 4%	2 0%
Mean	3.43	3.27	3.58	3.44	3.39	3.15	3.24	3.19	3.59	3.96	3.75	3.43	3.43	3.38	3.55
Standard Deviation	1.18	1.14	1.20	1.19	1.11	1.17	1.08	1.18	1.14	1.13	1.22	1.16	1.21	1.17	1.20

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC047

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
G. Price paid for value received?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR	FRI	SAT	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	124 8%	34 7%	65 8%	24 9%	34 6%	47 9%	34 8%	53 8%	4 2%	20 8%	13 5%	23 10%	16 7%	18 9%	19 9%	14 5%
2	192 12%	75 16%	95 11%	21 8%	86 15%	55 11%	34 9%	79 12%	11 7%	32 14%	30 12%	32 15%	26 12%	20 10%	18 8%	34 13%
3	482 30%	164 35%	272 31%	46 17%	185 32%	171 33%	94 23%	194 29%	27 16%	61 26%	89 34%	47 22%	65 30%	58 30%	80 36%	81 31%
4	433 27%	134 28%	240 28%	58 21%	173 30%	136 26%	93 23%	176 26%	47 27%	58 24%	77 30%	65 30%	58 27%	54 27%	56 26%	65 25%
5 (Very satisfied)	338 21%	52 11%	171 20%	114 42%	84 15%	103 20%	128 32%	161 24%	65 37%	64 27%	45 18%	46 21%	36 17%	42 21%	40 18%	64 24%
Don't Know	46 3%	11 2%	22 3%	12 4%	9 2%	12 2%	20 5%	11 2%	20 11%	1 0%	3 1%	7 3%	18 8%	4 2%	6 3%	6 2%
Mean	3.43	3.21	3.42	3.83	3.34	3.38	3.64	3.47	4.03	3.48	3.44	3.37	3.37	3.42	3.38	3.51
Standard Deviation	1.18	1.08	1.16	1.32	1.09	1.19	1.27	1.21	1.06	1.26	1.07	1.27	1.15	1.22	1.16	1.16

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC048

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:

G. Price paid for value received?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	124 8%	38 9%	2 3%	36 11%	32 8%	15 6%	17 11%	26 5%	19 6%	8 5%	27 8%	7 9%	20 8%
2	192 12%	57 14%	13 17%	44 13%	36 9%	18 7%	18 12%	64 13%	43 13%	22 13%	34 11%	5 6%	29 12%
3	482 30%	120 29%	21 28%	99 30%	116 29%	67 27%	49 32%	133 27%	88 27%	45 28%	113 35%	40 47%	73 31%
4	433 27%	96 24%	26 34%	70 21%	124 31%	79 32%	45 30%	138 28%	92 29%	45 28%	76 24%	16 19%	60 25%
5 (Very satisfied)	338 21%	85 21%	12 15%	74 22%	87 22%	66 27%	20 13%	105 22%	64 20%	40 25%	61 19%	16 19%	46 19%
Don't Know	46 3%	11 3%	3 3%	8 2%	5 1%	2 1%	3 2%	20 4%	17 5%	2 1%	10 3%	1 1%	9 4%
Mean	3.43	3.34	3.43	3.32	3.50	3.67	3.22	3.49	3.46	3.55	3.35	3.33	3.36
Standard Deviation	1.18	1.23	1.05	1.27	1.17	1.13	1.18	1.15	1.15	1.16	1.17	1.13	1.19

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC049
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
H. Convenience of not having to prepare the food?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	46 3%	27 3%	20 2%	36 3%	9 4%	9 4%	8 2%	2 1%	4 2%	7 4%	16 6%	35 4%	11 2%	32 3%	13 3%
2	52 3%	37 5%	15 2%	46 3%	6 3%	4 2%	15 4%	16 5%	6 3%	1 1%	10 4%	26 3%	23 4%	40 4%	10 2%
3	186 12%	119 16%	67 8%	152 11%	33 16%	22 10%	49 13%	43 13%	24 10%	24 12%	24 9%	114 12%	72 11%	133 12%	54 11%
4	358 22%	208 27%	150 18%	313 22%	43 20%	57 27%	104 27%	78 23%	51 22%	41 21%	28 11%	223 23%	132 21%	269 24%	85 17%
5 (Very satisfied)	914 57%	355 46%	559 66%	798 57%	114 54%	117 56%	207 54%	199 59%	140 60%	111 56%	139 55%	543 56%	371 58%	590 53%	322 66%
Don't Know	56 3%	22 3%	34 4%	50 4%	5 3%	-	-	-	7 3%	13 7%	35 14%	24 2%	32 5%	52 5%	3 1%
Refused	3 0%	-	3 0%	3 0%	-	-	-	-	1 1%	-	1 0%	1 0%	1 0%	3 0%	-
Mean	4.31	4.11	4.50	4.33	4.20	4.30	4.27	4.35	4.41	4.35	4.21	4.29	4.36	4.26	4.44
Standard Deviation	1.01	1.07	.91	.99	1.10	1.02	.98	.92	.91	.99	1.26	1.03	.95	1.02	.96

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC050
QN11· Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
H. Convenience of not having to prepare the food?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	208	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	46 3%	16 3%	21 2%	10 4%	11 2%	19 4%	13 3%	20 3%	-	13 6%	5 2%	14 6%	2 1%	5 3%	4 2%	3 1%
2	52 3%	15 3%	28 3%	9 3%	16 3%	22 4%	9 2%	14 2%	1 1%	9 4%	9 3%	4 2%	7 3%	11 5%	7 3%	7 3%
3	186 12%	53 11%	113 13%	20 7%	68 12%	60 11%	45 11%	55 8%	12 7%	23 10%	37 14%	22 10%	18 8%	22 11%	33 15%	32 12%
4	358 22%	138 29%	184 21%	34 12%	150 26%	111 21%	72 18%	129 19%	21 12%	57 24%	48 19%	62 28%	47 21%	41 21%	47 22%	57 21%
5 (Very satisfied)	914 57%	238 51%	498 58%	178 65%	311 55%	303 58%	243 60%	441 65%	118 68%	132 56%	151 59%	113 52%	126 57%	116 59%	121 55%	155 58%
Don't Know	56 3%	8 2%	21 2%	24 9%	13 2%	11 2%	21 5%	13 2%	20 12%	3 1%	9 3%	4 2%	20 9%	3 1%	7 3%	11 4%
Refused	3 0%	1 0%	1 0%	-	1 0%	-	1 0%	1 0%	1 1%	-	-	1 1%	-	-	-	1 0%
Mean	4.31	4.23	4.32	4.44	4.32	4.28	4.37	4.45	4.68	4.23	4.33	4.20	4.44	4.30	4.30	4.39
Standard Deviation	1.01	1.01	.99	1.05	.93	1.06	1.01	.95	.65	1.13	.98	1.12	.87	1.05	.97	.90

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC051
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
H. Convenience of not having to prepare the food?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	46 3%	7 2%	-	7 2%	18 5%	9 3%	10 6%	12 2%	5 2%	7 4%	9 3%	3 4%	6 2%
2	52 3%	8 2%	3 5%	5 1%	10 3%	6 2%	4 3%	23 5%	15 5%	8 5%	11 3%	3 4%	8 3%
3	186 12%	63 16%	7 10%	56 17%	38 10%	27 11%	11 7%	49 10%	30 9%	19 11%	36 11%	11 13%	25 11%
4	358 22%	93 23%	17 22%	76 23%	77 19%	41 16%	36 24%	110 23%	70 22%	40 25%	78 24%	14 16%	65 27%
5 (Very satisfied)	914 57%	215 53%	46 60%	169 51%	249 62%	163 66%	86 57%	271 56%	185 57%	86 53%	178 55%	52 61%	127 53%
Don't Know	56 3%	18 4%	3 3%	15 5%	8 2%	2 1%	5 3%	22 4%	18 6%	3 2%	9 3%	1 1%	8 3%
Refused	3 0%	3 1%	-	3 1%	-	-	-	-	-	-	-	-	-
Mean	4.31	4.29	4.43	4.26	4.35	4.40	4.26	4.30	4.36	4.19	4.30	4.29	4.30
Standard Deviation	1.01	.94	.86	.96	1.07	1.02	1.15	1.01	.96	1.10	1.00	1.10	.97

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC052
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
I. Attitude of servers?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	86 5%	57 7%	28 3%	73 5%	13 6%	22 10%	30 8%	26 8%	4 2%	1 1%	3 1%	48 5%	37 6%	71 6%	14 3%
2	196 12%	100 13%	95 11%	184 13%	12 6%	28 13%	64 17%	54 16%	26 11%	13 7%	11 4%	110 11%	83 13%	140 13%	53 11%
3	417 26%	199 26%	217 26%	343 25%	71 34%	71 34%	115 30%	89 26%	67 29%	35 17%	40 16%	252 26%	163 25%	285 25%	129 27%
4	479 30%	245 32%	234 28%	408 29%	68 33%	60 29%	121 32%	109 32%	64 28%	51 26%	74 29%	310 32%	168 26%	333 30%	144 30%
5 (Very satisfied)	382 24%	143 19%	239 28%	337 24%	43 20%	26 12%	53 14%	59 18%	63 27%	89 45%	92 36%	211 22%	169 26%	243 22%	136 28%
Don't Know	56 3%	22 3%	34 4%	53 4%	3 1%	2 1%	-	2 0%	9 4%	10 5%	34 13%	35 4%	21 3%	46 4%	10 2%
Mean	3.56	3.42	3.69	3.56	3.56	3.20	3.27	3.36	3.70	4.13	4.10	3.56	3.56	3.50	3.70
Standard Deviation	1.15	1.17	1.12	1.16	1.08	1.15	1.13	1.17	1.06	.99	.96	1.12	1.19	1.17	1.09

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC053
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
I. Attitude of servers?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED.	THUR	FRI	SAT	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	86 5%	31 7%	43 5%	12 4%	36 6%	17 3%	22 5%	24 4%	4 2%	14 6%	16 6%	14 6%	11 5%	14 7%	8 4%	10 4%
2	196 12%	80 17%	99 11%	17 6%	92 16%	61 12%	31 8%	85 13%	11 6%	26 11%	24 9%	34 15%	41 19%	20 10%	20 9%	30 11%
3	417 26%	148 32%	222 26%	46 17%	182 32%	133 25%	78 19%	189 28%	28 16%	68 29%	87 34%	53 24%	42 19%	36 18%	55 25%	74 28%
4	479 30%	143 30%	286 33%	48 18%	170 30%	173 33%	1[illegible]3 25%	189 28%	45 26%	61 26%	84 33%	72 33%	45 20%	72 36%	68 31%	76 29%
5 (Very satisfied)	382 24%	58 12%	190 22%	132 48%	76 13%	129 24%	147 36%	171 25%	67 39%	63 27%	43 17%	43 20%	56 25%	50 26%	55 25%	71 27%
Don't Know	56 3%	10 2%	25 3%	20 7%	15 3%	12 2%	24 6%	15 2%	18 11%	4 2%	3 1%	4 2%	25 11%	4 2%	12 6%	4 2%
Mean	3.56	3.26	3.57	4.07	3.29	3.65	3.85	3.60	4.04	3.57	3.45	3.45	3.48	3.65	3.69	3.65
Standard Deviation	1.15	1.09	1.12	1.18	1.10	1.08	1.19	1.12	1.06	1.17	1.08	1.16	1.26	1.19	1.09	1.11

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC054
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
I. Attitude of servers?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	86 5%	19 5%	2 2%	17 5%	17 4%	9 4%	8 5%	21 4%	11 3%	10 6%	29 9%	7 8%	22 9%
2	196 12%	51 13%	8 11%	43 13%	43 11%	22 9%	21 14%	[illegible]	44 14%	15 9%	42 13%	15 18%	27 11%
3	417 26%	104 25%	23 30%	81 24%	83 21%	53 22%	30 20%	[illegible]	89 27%	42 26%	100 31%	29 34%	71 30%
4	479 30%	116 29%	18 24%	98 30%	124 31%	69 28%	55 36%	156 32%	98 30%	58 36%	82 26%	16 19%	67 28%
5 (Very satisfied)	382 24%	104 25%	23 30%	81 25%	119 30%	84 34%	35 23%	99 20%	65 20%	34 21%	60 19%	17 20%	44 18%
Don't Know	56 3%	14 3%	3 3%	11 3%	14 3%	9 4%	4 3%	21 4%	17 5%	3 2%	8 3%	1 1%	7 3%
Mean	3.56	3.60	3.70	3.57	3.74	3.83	3.59	3.55	3.53	3.57	3.33	3.24	3.36
Standard Deviation	1.15	1.15	1.11	1.16	1.14	1.13	1.15	1.10	1.08	1.12	1.20	1.21	1.20

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CFMC055
QM11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
J. Food consistency from visit to visit?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL -	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	65 4%	33 4%	32 4%	51 4%	15 7%	19 9%	12 3%	11 3%	9 4%	-	14 6%	32 3%	33 5%	42 4%	23 5%
2	126 8%	67 9%	59 7%	109 8%	16 8%	17 8%	39 10%	34 10%	9 4%	13 7%	13 5%	55 6%	68 11%	93 8%	29 6%
3	397 25%	194 25%	203 24%	330 24%	67 32%	53 25%	126 33%	87 26%	56 24%	46 23%	28 11%	268 28%	128 20%	268 24%	128 26%
4	531 33%	268 35%	263 31%	469 34%	58 28%	82 39%	135 35%	136 40%	66 28%	40 20%	72 28%	310 32%	219 34%	386 34%	143 29%
5 (Very satisfied)	427 26%	178 23%	249 29%	377 27%	50 24%	38 18%	69 18%	69 20%	85 37%	84 42%	82 32%	262 27%	164 26%	270 24%	154 32%
Don't Know	69 4%	27 4%	42 5%	64 5%	5 3%	-	2 1%	1 0%	7 3%	14 7%	44 17%	39 4%	30 5%	60 5%	9 2%
Mean	3.73	3.66	3.79	3.76	3.55	3.49	3.55	3.65	3.93	4.06	3.92	3.77	3.67	3.71	3.79
Standard Deviation	1.08	1.08	1.08	1.07	1.15	1.16	1.01	1.02	1.07	1.00	1.19	1.03	1.14	1.07	1.11

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC056
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
J. Food consistency from visit to visit?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKD					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR	FRI	SAT	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	65 4%	20 4%	36 4%	10 3%	18 3%	16 3%	27 7%	32 5%	-	15 7%	5 2%	18 8%	7 3%	3 2%	11 5%	5 2%
2	126 8%	31 7%	82 10%	12 4%	42 7%	36 7%	33 8%	47 7%	12 7%	16 7%	28 11%	14 7%	19 9%	8 4%	23 10%	18 7%
3	397 25%	134 28%	219 25%	44 16%	164 29%	140 27%	63 16%	179 27%	24 14%	39 16%	82 32%	67 30%	54 24%	56 29%	41 19%	59 22%
4	531 33%	168 36%	297 34%	63 23%	182 32%	205 39%	114 28%	214 32%	49 28%	87 37%	80 31%	71 33%	67 31%	59 30%	88 40%	79 30%
5 (Very satisfied)	427 26%	99 21%	206 24%	122 44%	144 25%	113 22%	144 36%	182 27%	67 39%	74 31%	54 21%	43 20%	49 22%	65 33%	49 22%	93 35%
Don't Know	69 4%	19 4%	25 3%	24 9%	22 4%	15 3%	23 6%	21 3%	21 12%	6 2%	8 3%	5 2%	24 11%	6 3%	9 4%	12 5%
Mean	3.73	3.66	3.66	4.10	3.71	3.71	3.83	3.72	4.12	3.81	3.60	3.50	3.68	3.92	3.67	3.93
Standard Deviation	1.08	1.03	1.08	1.10	1.04	.99	1.22	1.09	.96	1.16	1.02	1.15	1.07	.97	1.10	1.03

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC057
QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
J. Food consistency from visit to visit?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	65 4%	21 5%	-	21 6%	16 4%	6 2%	11 7%	16 3%	8 2%	8 5%	12 4%	-	12 5%
2	126 8%	36 9%	5 6%	31 9%	21 5%	17 7%	4 3%	34 7%	28 9%	7 4%	34 11%	12 15%	22 9%
3	397 25%	101 25%	17 22%	84 25%	101 25%	54 22%	47 31%	111 23%	73 23%	38 23%	84 26%	31 36%	53 22%
4	531 33%	137 34%	37 49%	100 30%	132 33%	79 32%	53 35%	158 33%	110 34%	49 30%	103 32%	21 25%	82 35%
5 (Very satisfied)	427 26%	94 23%	15 19%	79 24%	117 29%	83 34%	34 22%	139 29%	84 26%	55 34%	77 24%	19 23%	58 24%
Don't Know	69 4%	18 4%	3 3%	16 5%	13 3%	8 3%	4 3%	27 6%	21 7%	5 3%	11 4%	1 1%	10 4%
Mean	3.73	3.64	3.84	3.59	3.81	3.91	3.64	3.80	3.77	3.87	3.64	3.57	3.67
Standard Deviation	1.08	1.11	.82	1.16	1.06	1.04	1.09	1.06	1.04	1.11	1.09	1.01	1.12

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC058

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
K. Hours of operation?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	33 2%	20 3%	13 2%	28 2%	4 2%	3 2%	9 2%	-	2 1%	-	18 7%	20 2%	13 2%	24 2%	8 2%
2	51 3%	26 3%	25 3%	37 3%	14 7%	7 3%	18 5%	9 3%	7 3%	5 3%	6 2%	26 3%	22 3%	40 4%	9 2%
3	214 13%	114 15%	100 12%	172 12%	39 19%	27 13%	70 18%	53 16%	28 12%	23 11%	14 5%	111 11%	103 16%	154 14%	59 12%
4	501 31%	273 36%	228 27%	441 32%	60 28%	78 37%	144 37%	120 35%	57 25%	54 27%	49 19%	300 31%	200 31%	354 32%	144 30%
5 (Very satisfied)	767 47%	318 41%	449 53%	670 48%	92 44%	94 45%	143 37%	155 46%	135 58%	105 53%	134 53%	483 50%	281 44%	500 45%	262 54%
Don't Know	50 3%	[illegible] [illegible]%	32 4%	49 3%	1 0%	-	1 0%	2 0%	3 1%	11 6%	33 13%	26 3%	23 4%	46 4%	3 1%
Mean	4.23	4.[illegible]	4.32	4.25	4.06	4.20	4.03	4.25	4.37	4.39	4.25	4.28	4.16	4.18	4.33
Standard Deviation	.95	.97	.92	.93	1.04	.91	.97	.81	.89	.81	1.22	.93	.96	.96	.89

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC059
QN11: Thinking of fast-food restaurants you know about, by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
K. Hours of operation?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT: WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED	THUR	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	33 2%	9 2%	16 2%	8 3%	5 1%	16 3%	10 2%	13 2%	-	7 3%	3 1%	6 3%	-	2 1%	9 4%	5 2%
2	51 3%	14 3%	25 3%	12 4%	22 4%	11 2%	15 4%	22 3%	3 2%	5 2%	7 3%	7 3%	12 6%	2 1%	6 3%	11 4%
3	214 13%	65 14%	122 14%	27 10%	64 11%	79 15%	45 11%	87 13%	13 8%	23 10%	33 13%	35 16%	22 10%	30 15%	27 12%	44 17%
4	501 31%	175 37%	294 34%	32 12%	200 35%	171 33%	104 26%	199 29%	29 17%	69 29%	106 41%	69 31%	59 27%	61 31%	64 29%	72 27%
5 (Very satisfied)	767 47%	198 42%	389 45%	178 65%	268 47%	234 45%	211 52%	340 50%	109 63%	126 53%	104 40%	99 45%	108 49%	99 50%	102 47%	129 49%
Don't Know	50 3%	10 2%	21 2%	18 6%	12 2%	13 3%	19 5%	13 2%	19 11%	6 3%	4 2%	4 2%	18 8%	3 1%	11 5%	4 2%
Mean	4.23	4.17	4.20	4.40	4.26	4.16	4.28	4.26	4.59	4.31	4.18	4.14	4.30	4.30	4.17	4.18
Standard Deviation	.95	.91	.92	1.06	.87	.98	.99	.94	.73	.96	.86	1.00	.90	.84	1.06	.99

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC060

QN11: Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter, using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following fast-food restaurants:
K. Hours of operation?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	84	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	33 2%	4 1%	-	4 1%	13 3%	9 3%	5 3%	11 2%	7 2%	4 3%	4 1%	-	4 2%
2	51 3%	16 4%	2 2%	14 4%	7 2%	6 2%	1 1%	15 3%	12 4%	4 2%	13 4%	2 2%	12 5%
3	214 13%	56 14%	3 4%	53 16%	53 13%	24 10%	29 19%	56 12%	45 14%	11 7%	49 15%	14 17%	35 15%
4	501 31%	138 34%	33 44%	105 32%	109 27%	68 28%	41 27%	143 29%	96 30%	46 29%	111 35%	27 32%	84 35%
5 (Very satisfied)	767 47%	179 44%	36 47%	143 43%	213 53%	139 56%	74 49%	241 50%	148 46%	93 57%	134 42%	38 44%	96 41%
Don't Know	50 3%	14 3%	3 3%	12 3%	5 1%	2 1%	3 2%	20 4%	16 5%	4 3%	10 3%	4 5%	6 3%
Mean	4.23	4.20	4.39	4.16	4.27	4.32	4.19	4.26	4.19	4.39	4.15	4.25	4.11
Standard Deviation	.95	.90	.70	.94	.99	.99	1.00	.96	.97	.92	.93	.83	.96

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC061
QN11A: On the average, about how often do you usually go to fast-food places?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
More than once a week (8)	412 26%	230 30%	182 22%	342 24%	70 33%	83 40%	128 33%	90 27%	58 25%	37 19%	16 6%	217 22%	196 30%	293 26%	119 24%
About once a week (4)	408 25%	200 26%	208 25%	348 25%	59 28%	59 28%	117 30%	94 28%	45 19%	30 15%	62 25%	235 24%	170 27%	270 24%	133 27%
Once every two or three weeks (2.5)	317 20%	137 18%	181 21%	286 20%	30 14%	46 22%	65 17%	66 20%	51 22%	43 22%	47 18%	207 21%	110 17%	206 18%	111 23%
About once a month (1.0)	216 13%	103 13%	113 13%	177 13%	37 18%	11 5%	53 14%	49 15%	35 15%	36 18%	31 12%	137 14%	75 12%	155 14%	57 12%
Less often than once a month (0.5)	189 12%	75 10%	115 14%	175 13%	14 6%	10 5%	18 5%	37 11%	33 14%	37 19%	55 22%	129 13%	60 9%	136 12%	53 11%
Never (0.0)	72 4%	24 3%	48 6%	71 5%	1 0%	-	3 1%	2 0%	11 5%	15 7%	42 16%	41 4%	31 5%	59 5%	13 3%
Mean	3.74	4.06	3.44	3.65	4.33	4.93	4.48	3.93	3.52	2.93	2.18	3.51	4.09	3.72	3.79
Standard Deviation	2.80	2.85	2.72	2.78	2.84	2.67	2.73	2.73	2.85	2.75	2.15	2.73	2.87	2.85	2.69

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC062
QN11A: On the average, about how often do you usually go to fast-food places?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED	THUR	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
More than once a week (8)	412 26%	135 29%	204 24%	73 27%	162 28%	136 26%	89 22%	163 24%	20 11%	54 23%	66 26%	64 29%	72 33%	41 21%	54 25%	61 23%
About once a week (4)	408 25%	119 25%	219 25%	69 25%	132 23%	141 27%	118 29%	163 24%	45 26%	61 26%	73 28%	56 25%	52 24%	66 34%	39 18%	60 22%
Once every two or three weeks (2.5)	317 20%	74 16%	199 23%	44 16%	120 21%	90 17%	72 18%	143 21%	38 22%	41 17%	54 21%	34 16%	28 13%	50 25%	57 26%	54 20%
About once a month (1.0)	216 13%	68 14%	118 14%	29 11%	74 13%	79 15%	49 12%	93 14%	20 12%	49 21%	33 13%	22 10%	21 10%	21 11%	27 12%	42 16%
Less often than once a month (0.5)	189 12%	62 13%	98 11%	30 11%	62 11%	63 12%	45 11%	87 13%	28 16%	29 12%	25 10%	34 16%	24 11%	12 6%	28 13%	38 14%
Never (0.0)	72 4%	13 3%	27 3%	29 11%	21 4%	16 3%	30 8%	25 4%	23 13%	2 1%	7 3%	9 4%	22 10%	7 4%	14 6%	11 4%
Mean	3.74	3.91	3.66	3.70	3.90	3.78	3.56	3.64	2.68	3.57	3.87	3.93	4.06	3.76	3.52	3.47
Standard Deviation	2.80	2.88	2.70	2.94	2.85	2.80	2.73	2.76	2.41	2.73	2.71	2.93	3.07	2.49	2.84	2.78

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC063
QN11A: On the average, about how often do you usually go to fast-food places?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
More than once a week (8)	412 26%	72 18%	13 18%	59 18%	102 25%	64 26%	37 25%	156 32%	106 33%	50 31%	82 25%	26 31%	56 24%
About once a week (4)	408 25%	75 18%	14 18%	61 18%	127 32%	74 30%	53 35%	127 26%	85 26%	42 26%	79 25%	19 23%	60 25%
Once every two or three weeks (2.5)	317 20%	100 25%	20 26%	80 24%	69 17%	41 17%	27 18%	70 14%	44 14%	26 16%	79 24%	22 26%	57 2[illegible]
About once a month (1.0)	216 13%	67 16%	14 18%	53 16%	52 13%	37 15%	14 9%	63 13%	40 12%	23 14%	34 11%	5 5%	29 12%
Less often than once a month (0.5)	189 12%	71 17%	13 17%	58 18%	36 9%	24 10%	12 8%	46 9%	28 9%	18 11%	36 11%	12 14%	24 10%
Never (0.0)	72 4%	23 6%	3 3%	20 6%	15 4%	7 3%	8 5%	23 5%	20 6%	3 2%	11 4%	1 1%	10 4%
Mean	3.74	3.02	3.05	3.01	3.91	3.88	3.95	4.16	4.19	4.09	3.80	4.12	3.68
Standard Deviation	2.80	2.64	2.62	2.65	2.71	2.76	2.66	2.93	2.96	2.88	2.75	2.85	2.71

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC064
QN12: Under what circumstances are you more likely to go to a fast-food place
to eat rather than another kind of restaurant? (Three Responses)

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
When I'm in a hurry/ Busy schedule/ Time factor	783 48%	390 51%	393 46%	689 49%	92 44%	115 55%	204 53%	161 48%	131 56%	93 47%	79 31%	480 50%	299 47%	534 48%	244 50%
More convenient	276 17%	148 19%	128 15%	251 18%	24 11%	32 15%	69 18%	61 18%	36 15%	34 17%	44 17%	157 16%	118 18%	204 18%	71 15%
Because of the kids/ Grandkids	158 10%	37 5%	121 14%	140 10%	18 9%	8 4%	46 12%	40 12%	22 9%	19 10%	23 9%	126 13%	32 5%	93 8%	65 13%
For lunch	150 9%	76 10%	74 9%	127 9%	22 11%	15 7%	62 16%	34 10%	27 12%	7 3%	5 2%	78 8%	72 11%	114 10%	35 7%
Cheaper	146 9%	78 10%	69 8%	128 9%	18 9%	38 18%	35 9%	32 9%	23 10%	9 5%	9 4%	79 8%	67 10%	89 8%	58 12%
When traveling/ Out of town	121 8%	58 7%	64 8%	118 8%	3 2%	1 1%	17 5%	25 7%	20 9%	23 12%	35 14%	85 9%	36 6%	96 9%	25 5%
When I'm shopping	105 6%	20 3%	85 10%	92 7%	13 6%	17 8%	15 4%	14 4%	16 7%	27 13%	16 6%	55 6%	49 8%	62 6%	42 9%
Don't feel like cooking	101 6%	38 5%	64 8%	73 5%	29 14%	21 10%	28 7%	22 6%	15 7%	6 3%	9 4%	51 5%	50 8%	71 6%	29 6%
At work	40 2%	19 2%	21 3%	35 3%	5 2%	7 3%	2 1%	19 6%	3 1%	7 4%	1 0%	25 3%	15 2%	34 3%	6 1%
When I'm hungry	40 2%	30 4%	9 1%	30 2%	9 4%	6 3%	11 3%	8 2%	6 3%	2 1%	7 3%	23 2%	17 3%	27 2%	13 3%
For a night out/ weekend evenings	32 2%	16 2%	16 2%	26 2%	6 3%	2 1%	10 2%	10 3%	3 1%	5 3%	2 1%	12 1%	20 3%	28 3%	4 1%
For breakfast	31 2%	14 2%	17 2%	28 2%	3 1%	-	9 2%	12 3%	4 2%	2 1%	5 2%	23 2%	8 1%	18 2%	13 3%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC064 (CONTINUED)
QN12: Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Three Responses)

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
After work	30 2%	8 1%	22 3%	20 1%	10 5%	2 1%	13 3%	13 4%	2 1%	1 1%	-	16 2%	14 2%	20 2%	10 2%
Better food/ Quality food	28 2%	10 1%	18 2%	19 1%	8 4%	5 3%	2 0%	6 2%	6 3%	1 1%	7 3%	16 2%	11 2%	17 2%	10 2%
Late at night	21 1%	11 1%	10 1%	19 1%	2 1%	4 2%	8 2%	3 1%	1 1%	5 3%	-	13 1%	8 1%	13 1%	8 2%
With friend/ Guests	20 1%	10 1%	10 1%	18 1%	2 1%	4 2%	-	5 1%	5 2%	2 1%	4 1%	10 1%	10 2%	17 2%	3 1%
Eating alone	16 1%	8 1%	8 1%	16 1%	-	2 1%	3 1%	7 2%	4 2%	-	1 0%	3 0%	13 2%	14 1%	3 1%
For dinner	15 1%	10 1%	5 1%	13 1%	2 1%	2 1%	7 2%	5 1%	-	-	2 1%	6 1%	9 1%	11 1%	4 1%
We like to go there	15 1%	-	15 2%	10 1%	4 2%	6 3%	-	1 0%	1 0%	-	7 3%	6 1%	9 1%	7 1%	7 1%
To relax/ Need a break	12 1%	1 0%	11 1%	7 0%	5 2%	-	2 1%	3 1%	-	5 3%	1 1%	8 1%	4 1%	12 1%	-
Anniversarys/ Birthdays/ Celebrations	9 1%	3 0%	6 1%	9 1%	-	3 1%	2 0%	2 0%	-	-	3 1%	5 0%	4 1%	3 0%	6 1%
After church	9 1%	3 0%	6 1%	6 0%	3 1%	-	-	-	-	-	9 3%	8 1%	1 0%	4 0%	5 1%
Nothing to eat at home	9 1%	4 1%	4 1%	9 1%	-	3 1%	3 1%	1 0%	-	-	2 1%	3 0%	6 1%	9 1%	-
Casual/ Don't have to dress up	8 1%	2 0%	7 1%	8 1%	-	-	4 1%	2 0%	-	-	3 1%	7 1%	1 0%	3 0%	5 1%
Spontaneous/ Spur of the moment	6 0%	4 1%	2 0%	6 0%	-	-	1 0%	1 0%	1 0%	2 1%	1 0%	2 0%	4 1%	6 1%	-
On payday	5	3	3	5	-	-	4	1	-	-	-	1	4	4	1

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC064 (CONTINUED)
QN12: Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Three Responses)

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
For a variety	5 0%	2 0%	3 0%	3 0%	2 1%	2 1%	-	-	-	-	3 1%	3 0%	2 0%	1 0%	3 1%
Always	4 0%	3 0%	2 0%	3 0%	2 1%	-	4 1%	-	-	-	-	-	4 1%	4 0%	-
Family outings	2 0%	-	2 0%	2 0%	-	-	2 1%	-	-	-	-	2 0%	-	-	2 0%
Change of pace	2 0%	2 0%	-	1 0%	1 1%	-	-	-	-	2 1%	-	2 0%	-	2 0%	-
When I'm tired	2 0%	-	2 0%	2 0%	-	-	-	1 0%	-	1 1%	-	1 0%	1 0%	1 0%	1 0%
Business	2 0%	1 0%	1 0%	1 0%	1 0%	-	-	-	1 0%	-	1 0%	2 0%	-	1 0%	1 0%
Atmosphere	1 0%	-	1 0%	-	-	-	1 0%	-	-	-	-	1 0%	-	-	1 0%
When we want good service	1 0%	1 0%	-	1 0%	-	-	-	-	-	1 1%	-	-	1 0%	1 0%	-
Other	206 13%	110 14%	97 11%	181 13%	24 11%	22 10%	31 8%	50 15%	43 18%	23 12%	37 15%	118 12%	87 14%	150 13%	55 11%
Don't Know	14 1%	7 1%	7 1%	10 1%	3 2%	4 2%	3 1%	2 0%	-	1 1%	4 2%	6 1%	8 1%	7 1%	6 1%
Refused	5 0%	5 1%	-	5 0%	-	2 1%	-	-	-	-	4 1%	5 1%	-	5 0%	-
None	56 3%	31 4%	25 3%	47 3%	9 4%	-	8 2%	6 2%	11 5%	6 3%	26 10%	38 4%	18 3%	42 4%	14 3%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC065
QN12 Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON	TUES	WED	THUR	FRI	SAT	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
When I'm in a hurry/ Busy schedule/ Time factor	783 48%	240 51%	431 50%	112 41%	299 52%	278 53%	150 37%	334 50%	59 34%	116 49%	146 57%	105 48%	98 45%	75 38%	115 53%	127 48%
More convenient	276 17%	89 19%	157 18%	30 11%	115 20%	86 16%	60 15%	106 16%	21 12%	47 20%	55 22%	33 15%	35 16%	33 17%	37 17%	34 13%
Because of the kids/ Grandkids	158 10%	63 13%	82 9%	13 5%	65 11%	58 11%	24 6%	111 17%	10 6%	29 12%	19 7%	19 9%	22 10%	20 10%	19 9%	30 11%
For lunch	150 9%	66 14%	69 8%	14 5%	67 12%	47 9%	23 6%	70 10%	4 2%	22 9%	19 7%	28 13%	19 9%	29 15%	15 7%	18 7%
Cheaper	146 9%	55 12%	73 8%	18 6%	48 8%	47 9%	34 8%	55 8%	13 8%	36 15%	20 8%	24 11%	14 6%	13 7%	12 5%	26 10%
When traveling/ Out of town	121 8%	48 10%	56 6%	18 6%	54 10%	39 7%	26 6%	45 7%	19 11%	16 7%	19 7%	15 7%	16 7%	16 8%	13 6%	27 10%
When I'm shopping	105 6%	14 3%	79 9%	11 4%	28 5%	27 5%	49 12%	61 9%	24 14%	12 5%	20 8%	16 7%	13 6%	17 8%	14 6%	13 5%
Don't feel like cooking	101 6%	31 7%	59 7%	10 4%	32 6%	29 5%	38 9%	55 8%	8 5%	24 10%	13 5%	13 6%	14 6%	6 3%	5 2%	27 10%
At work	40 2%	10 2%	19 2%	11 4%	18 3%	7 1%	11 3%	21 3%	-	6 3%	4 1%	7 3%	3 2%	5 3%	8 4%	7 3%
When I'm hungry	40 2%	11 2%	17 2%	11 4%	24 4%	11 2%	1 0%	8 1%	1 1%	3 1%	6 2%	9 4%	15 7%	-	3 1%	4 1%
For a night out/ weekend evenings	32 2%	7 1%	13 1%	12 4%	7 1%	13 2%	10 3%	12 2%	3 2%	5 2%	10 4%	6 3%	-	4 2%	5 2%	1 0%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC065 (CONTINUED)
QN12: Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED.	THUR	FRI.	SAT.	SUN.
For breakfast	31 2%	9 2%	21 2%	1 0%	17 3%	7 1%	3 1%	14 2%	3 2%	8 3%	5 2%	6 3%	1 1%	7 3%	-	4 2%
After work	30 2%	8 2%	17 2%	5 2%	13 2%	12 2%	5 1%	16 2%	6 3%	7 3%	4 2%	7 3%	-	7 4%	-	5 2%
Better food/ Quality food	28 2%	5 1%	14 2%	6 2%	7 1%	10 2%	9 2%	12 2%	6 3%	5 2%	5 2%	4 2%	6 3%	2 1%	-	7 3%
Late at night	21 1%	6 1%	6 1%	8 3%	10 2%	7 1%	4 1%	8 1%	2 1%	2 1%	3 1%	4 2%	1 0%	-	10 4%	1 0%
With friend/ Guests	20 1%	4 1%	8 1%	8 3%	3 1%	3 0%	13 3%	10 1%	-	3 1%	2 1%	-	3 1%	5 3%	3 1%	4 1%
Eating alone	16 1%	4 1%	12 1%	-	3 1%	10 2%	3 1%	7 1%	1 1%	3 1%	3 1%	3 1%	2 1%	1 1%	2 1%	3 1%
For dinner	15 1%	4 1%	6 1%	6 2%	6 1%	3 1%	6 1%	3 0%	2 1%	3 1%	1 0%	-	2 1%	6 3%	1 0%	2 1%
We like to go there	15 1%	2 0%	4 0%	9 3%	2 0%	-	7 2%	14 2%	1 1%	3 1%	10 4%	-	1 0%	-	-	1 0%
To relax/ Need a break	12 1%	-	7 1%	5 2%	1 0%	2 0%	9 2%	9 1%	1 1%	1 1%	1 0%	1 1%	7 3%	-	-	1 0%
Anniversarys/ Birthdays/ Celebrations	9 1%	3 1%	6 1%	-	2 0%	3 1%	5 1%	4 1%	3 1%	-	-	1 1%	3 2%	3 1%	2 1%	-
After church	9 1%	1 0%	3 0%	5 2%	-	-	9 2%	-	6 3%	-	-	-	-	5 3%	-	4 1%
Nothing to eat at home	9 1%	3 1%	5 1%	-	1 0%	-	6 1%	3 1%	1 1%	1 0%	-	-	5 2%	3 2%	-	-
Casual/ Don't have to dress up	8 1%	4 1%	2 0%	2 1%	4 1%	2 0%	3 1%	4 1%	2 1%	1 0%	1 0%	2 1%	2 1%	-	-	3 1%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC065 (CONTINUED)
QN12: Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR	FRI.	SAT.	SUN.
Spontaneous/ Spur of the moment	6 0%	2 1%	4 0%	-	1 0%	3 1%	2 1%	1 0%	1 1%	1 0%	-	1 0%	-	-	1 1%	3 1%
On payday	5 0%	1 0%	4 1%	-	1 0%	3 1%	2 0%	1 0%	2 1%	-	-	-	3 1%	-	-	3 1%
For a variety	5 0%	-	5 1%	-	-	-	3 1%	-	3 2%	3 1%	-	1 1%	-	-	-	-
Always	4 0%	3 1%	2 0%	-	-	4 1%	-	2 0%	-	-	2 1%	-	-	3 1%	-	-
Family outings	2 0%	-	2 0%	-	2 0%	-	-	2 0%	-	-	-	2 1%	-	-	-	-
Change of pace	2 0%	-	2 0%	-	1 0%	1 0%	-	-	-	-	1 0%	1 1%	-	-	-	-
When I'm tired	2 0%	1 0%	1 0%	-	1 0%	1 0%	-	2 0%	-	-	1 0%	-	-	-	-	1 0%
Business	2 0%	2 0%	-	-	2 0%	-	-	-	1 1%	-	-	1 0%	-	-	1 0%	-
Atmosphere	1 0%	-	1 0%	-	1 0%	-	-	1 0%	-	-	-	-	-	1 1%	-	-
When we want good service	1 0%	-	1 0%	-	-	-	1 0%	-	-	-	1 0%	-	-	-	-	-
Other	206 13%	62 13%	105 12%	37 13%	73 13%	71 13%	49 12%	67 10%	29 17%	22 9%	37 14%	35 16%	20 9%	20 10%	42 19%	30 11%
Don't Know	14 1%	4 1%	9 1%	-	3 1%	2 0%	8 2%	3 1%	4 2%	-	3 1%	1 0%	1 0%	-	6 3%	4 1%
Refused	5 0%	-	2 0%	4 1%	-	2 0%	4 1%	-	-	2 1%	4 1%	-	-	-	-	-

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC065 (CONTINUED)
QN12: Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
None	56 3%	14 3%	22 3%	19 7%	19 3%	13 2%	20 5%	14 2%	11 7%	6 2%	1 0%	4 2%	20 9%	9 4%	9 4%	7 3%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC066
QN12: Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
When I'm in a hurry/ Busy schedule/ Time factor	783 48%	190 47%	36 48%	154 47%	193 48%	120 48%	73 48%	236 49%	146 45%	90 55%	164 51%	45 53%	119 50%
More convenient	276 17%	64 16%	14 18%	51 15%	72 18%	43 17%	29 19%	92 19%	59 18%	33 20%	47 15%	16 18%	32 13%
Because of the kids/ Grandkids	158 10%	41 10%	10 13%	32 10%	39 10%	28 11%	11 7%	43 9%	26 8%	17 11%	35 11%	11 13%	24 10%
For lunch	150 9%	49 12%	9 11%	40 12%	39 10%	24 10%	16 10%	30 6%	21 6%	10 6%	32 10%	7 8%	25 10%
Cheaper	146 9%	34 8%	5 7%	29 9%	36 9%	19 8%	17 11%	30 6%	12 4%	18 11%	46 14%	5 6%	41 17%
When traveling/ Out of town	121 8%	31 8%	5 7%	26 8%	28 7%	21 9%	6 4%	35 7%	21 7%	14 9%	27 9%	11 13%	16 7%
When I'm shopping	105 6%	23 6%	2 3%	21 6%	31 8%	18 7%	13 8%	31 6%	27 8%	5 3%	19 6%	7 9%	12 5%
Don't feel like cooking	101 6%	17 4%	2 3%	15 5%	26 7%	12 5%	14 9%	37 8%	16 5%	21 13%	20 6%	-	20 9%
At work	40 2%	4 1%	2 3%	1 0%	14 3%	11 5%	2 2%	18 4%	15 5%	3 2%	4 1%	1 1%	3 1%
When I'm hungry	40 2%	5 1%	1 2%	4 1%	7 2%	4 2%	3 2%	20 4%	17 5%	4 2%	8 2%	-	8 3%
For a night out/ weekend evenings	32 2%	7 2%	-	7 2%	9 2%	4 2%	4 3%	9 2%	7 2%	2 1%	7 2%	-	7 3%
For breakfast	31 2%	9 2%	2 3%	7 2%	6 1%	4 2%	2 1%	12 2%	12 4%	-	4 1%	-	4 2%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC066 (CONTINUED)
QN12: Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG- LAND	MID- ATLC	MID- WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
After work	30 2%	3 1%	-	3 1%	5 1%	5 2%	-	13 3%	8 2%	5 3%	9 3%	2 2%	7 3%
Better food/ Quality food	28 2%	6 2%	-	6 2%	2 1%	1 0%	1 1%	13 3%	9 3%	5 3%	6 2%	3 3%	4 1%
Late at night	21 1%	10 3%	2 2%	8 3%	-	-	-	8 2%	7 2%	1 1%	2 1%	-	2 1%
With friend/ Guests	20 1%	4 1%	1 2%	2 1%	4 1%	1 0%	3 2%	9 2%	9 3%	-	3 1%	1 1%	2 1%
Eating alone	16 1%	5 1%	1 2%	4 1%	2 1%	2 1%	-	7 1%	3 1%	5 3%	2 1%	-	2 1%
For dinner	15 1%	3 1%	2 2%	2 0%	7 2%	7 3%	-	2 0%	2 1%	-	2 1%	-	2 1%
We like to go there	15 1%	1 0%	-	1 0%	-	-	-	9 2%	7 2%	2 1%	4 1%	4 5%	-
To relax/ Need a break	12 1%	3 1%	1 1%	2 1%	-	-	-	5 1%	5 2%	-	4 1%	-	4 2%
Anniversarys/ Birthdays/ Celebrations	9 1%	7 2%	5 6%	3 1%	-	-	-	2 0%	2 1%	-	-	-	-
After church	9 1%	-	-	-	3 1%	3 1%	-	6 1%	1 0%	5 3%	-	-	-
Nothing to eat at home	9 1%	2 1%	-	2 1%	4 1%	4 2%	-	3 1%	3 1%	-	-	-	-
Casual/ Don't have to dress up	8 1%	2 0%	-	2 1%	3 1%	2 1%	1 1%	3 1%	3 1%	-	1 0%	-	1 0%
Spontaneous/ Spur of the moment	6 0%	2 1%	-	2 1%	2 1%	1 0%	1 1%	1 0%	1 0%	-	1 0%	-	1 0%
On payday	5 0%	-	-	-	1 0%	1 0%	-	-	-	-	4 1%	-	4 2%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC066 (CONTINUED)
QN12: Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG- LAND	MID- ATLC.	MID- WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC
For a variety	5 0%	-	-	-	2 0%	2 1%	-	-	-	-	3 1%	-	3 1%
Always	4 0%	-	-	-	-	-	-	3 1%	3 1%	-	2 1%	-	2 1%
Family outings	2 0%	-	-	-	2 1%	2 1%	-	-	-	-	-	-	-
Change of pace	2 0%	-	-	-	-	-	-	2 0%	2 1%	-	-	-	-
When I'm tired	2 0%	-	-	-	1 0%	1 0%	-	1 0%	1 0%	-	-	-	-
Business	2 0%	-	-	-	1 0%	1 0%	-	-	-	-	1 0%	-	1 0%
Atmosphere	1 0%	-	-	-	-	-	-	1 0%	1 0%	-	-	-	-
When we want good service	1 0%	-	-	-	-	-	-	1 0%	1 0%	-	-	-	-
Other	206 13%	48 12%	13 17%	34 10%	54 14%	28 11%	27 18%	55 11%	39 12%	16 10%	49 15%	10 12%	38 16%
Don't Know	14 1%	2 0%	-	2 1%	3 1%	2 1%	1 1%	4 1%	2 0%	3 2%	5 1%	-	5 2%
Refused	5 0%	2 0%	-	2 1%	4 1%	-	4 2%	-	-	-	-	-	-
None	56 3%	14 4%	2 2%	13 4%	14 3%	9 4%	5 3%	21 4%	15 5%	6 3%	7 2%	-	7 3%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CFMC067
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
A. Cleanliness?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	16 1%	12 2%	4 0%	14 1%	1 1%	2 1%	4 1%	6 2%	-	2 1%	2 1%	9 1%	4 1%	8 1%	4 1%
2	64 4%	35 5%	30 3%	58 4%	6 3%	7 3%	19 5%	16 5%	8 4%	8 4%	7 3%	37 4%	27 4%	41 4%	23 5%
3	293 18%	162 21%	131 15%	238 17%	55 26%	46 22%	86 22%	65 19%	37 16%	32 16%	27 11%	183 19%	110 17%	207 18%	84 17%
4	641 40%	301 39%	340 40%	577 41%	61 29%	90 43%	177 46%	150 44%	99 42%	54 27%	71 28%	405 42%	234 36%	461 41%	178 37%
5 (Very satisfied)	573 36%	249 32%	324 38%	484 35%	87 41%	64 31%	93 24%	94 28%	87 37%	101 51%	133 53%	321 33%	250 39%	379 34%	192 39%
Don't Know	27 2%	9 1%	18 2%	26 2%	1 1%	-	4 1%	7 2%	2 1%	1 1%	13 5%	10 1%	17 3%	23 2%	5 1%
Mean	4.07	3.98	4.15	4.06	4.08	4.00	3.89	3.94	4.14	4.24	4.37	4.04	4.12	4.06	4.10
Standard Deviation	.89	.93	.84	.89	.92	.86	.87	.91	.81	.94	.85	.88	.89	.87	.92

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC068
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
A Cleanliness?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED	THUR	FRI.	SAT	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	16 1%	5 1%	11 1%	-	2 0%	7 1%	4 1%	4 1%	-	5 2%	2 1%	-	3 1%	-	5 2%	1 0%
2	64 4%	27 6%	29 3%	9 3%	20 3%	21 4%	14 4%	19 3%	10 6%	4 2%	11 4%	6 3%	7 3%	12 6%	11 5%	14 5%
3	293 18%	121 26%	144 17%	28 10%	137 24%	92 18%	46 11%	114 17%	17 10%	47 20%	60 23%	44 20%	30 13%	34 18%	34 15%	44 17%
4	641 40%	208 44%	367 42%	65 24%	256 45%	209 40%	131 32%	283 42%	57 33%	88 37%	100 39%	95 44%	87 40%	78 40%	93 42%	99 37%
5 (Very satisfied)	573 36%	103 22%	310 36%	158 58%	151 27%	197 37%	193 48%	250 37%	74 43%	90 38%	79 30%	72 33%	78 35%	73 37%	77 35%	105 39%
Don't Know	27 2%	6 1%	6 1%	14 5%	6 1%	-	16 4%	4 1%	15 8%	2 1%	6 2%	1 1%	15 7%	-	-	3 1%
Mean	4.07	3.81	4.09	4.43	3.95	4.08	4.28	4.13	4.23	4.09	3.96	4.07	4.12	4.08	4.04	4.11
Standard Deviation	.89	.88	.88	.82	.83	.91	.89	.83	.89	.91	.90	.80	.89	.89	.95	.90

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC069
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
A. Cleanliness?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG- LAND	MID- ATLC.	MID- WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	16 1%	-	-	-	3 1%	1 0%	2 1%	9 2%	3 1%	6 4%	4 1%	-	4 2%
2	64 4%	22 5%	7 9%	15 4%	20 5%	7 3%	12 8%	10 2%	10 3%	-	13 4%	3 4%	10 4%
3	293 18%	71 17%	15 19%	56 17%	69 17%	45 18%	24 15%	84 17%	52 16%	31 19%	70 22%	36 43%	33 14%
4	641 40%	174 43%	33 43%	141 43%	146 36%	87 35%	59 39%	193 40%	127 39%	66 41%	128 40%	23 27%	105 44%
5 (Very satisfied)	573 36%	139 34%	22 29%	116 35%	161 40%	108 43%	53 35%	176 36%	118 37%	57 35%	99 31%	19 23%	79 33%
Don't Know	27 2%	2 1%	-	2 1%	2 1%	-	2 1%	15 3%	13 4%	2 1%	9 3%	3 3%	6 3%
Mean	4.07	4.06	3.91	4.10	4.11	4.18	3.99	4.10	4.12	4.05	3.97	3.71	4.07
Standard Deviation	.89	.85	.93	.84	.92	.86	.99	.89	.87	.94	.90	.88	.90

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC070
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
B Food quality?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	21 1%	17 2%	4 0%	21 2%	-	3 2%	4 1%	9 3%	-	2 1%	3 1%	10 1%	11 2%	16 1%	5 1%
2	76 5%	41 5%	35 4%	60 4%	14 7%	12 6%	22 6%	17 5%	6 2%	9 4%	9 4%	43 4%	33 5%	58 5%	18 4%
3	413 26%	212 28%	201 24%	352 25%	59 28%	47 23%	113 29%	106 31%	69 30%	30 15%	47 19%	256 27%	154 24%	293 26%	116 24%
4	595 37%	289 38%	305 36%	523 37%	70 33%	91 44%	143 37%	136 40%	89 38%	71 36%	65 26%	357 37%	235 37%	413 37%	178 37%
5 (Very satisfied)	483 30%	200 26%	283 33%	414 30%	67 32%	55 26%	97 25%	65 19%	69 30%	85 43%	111 44%	289 30%	192 30%	317 28%	164 34%
Don't Know	28 2%	8 1%	20 2%	28 2%	-	-	4 1%	4 1%	-	1 1%	18 7%	11 1%	17 3%	23 2%	5 1%
Mean	3.91	3.81	4.00	3.91	3.90	3.87	3.81	3.69	3.95	4.16	4.16	3.91	3.90	3.87	3.99
Standard Deviation	.93	.96	.89	.93	.93	.93	.93	.93	.84	.91	.96	.92	.96	.94	.91

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

C1MC071
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
B. Food quality?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED	THUR	FRI	SAT.	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	21 1%	4 1%	12 1%	6 2%	3 0%	6 1%	11 3%	4 1%	-	1 0%	2 1%	7 3%	3 1%	-	5 2%	3 1%
2	76 5%	22 5%	31 4%	22 8%	33 6%	12 2%	22 5%	23 3%	11 6%	11 5%	17 7%	11 5%	7 3%	5 3%	8 4%	16 6%
3	413 26%	175 37%	213 25%	25 9%	189 33%	144 27%	46 11%	173 26%	28 16%	41 18%	76 29%	57 26%	54 24%	49 25%	55 25%	80 30%
4	595 37%	179 38%	346 40%	69 25%	225 39%	196 37%	136 34%	249 37%	56 32%	96 41%	105 41%	78 36%	81 37%	78 39%	64 29%	92 35%
5 (Very satisfied)	483 30%	84 18%	258 30%	139 51%	115 20%	167 32%	174 43%	220 33%	63 36%	85 36%	52 20%	65 30%	61 28%	62 31%	85 39%	74 28%
Don't Know	28 2%	7 1%	6 1%	14 5%	7 1%	-	15 4%	5 1%	15 8%	1 0%	6 2%	-	14 6%	4 2%	1 1%	2 1%
Mean	3.91	3.68	3.94	4.20	3.74	3.96	4.13	3.98	4.08	4.08	3.75	3.83	3.92	4.01	3.99	3.83
Standard Deviation	.93	.85	.90	1.07	.86	.89	1.02	.88	.93	.88	.89	1.03	.91	.83	1.01	.94

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC072
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
B Food quality?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG- LAND	MID- ATLC	MID- WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	21 1%	2 1%	-	2 1%	4 1%	3 1%	1 1%	8 2%	6 2%	2 1%	7 2%	-	7 3%
2	76 5%	18 4%	7 9%	12 4%	11 3%	6 3%	5 3%	28 6%	19 6%	9 6%	18 6%	7 8%	11 5%
3	413 26%	106 26%	13 17%	93 28%	98 25%	60 24%	39 25%	103 21%	67 21%	37 23%	105 33%	29 34%	76 32%
4	595 37%	160 39%	29 38%	131 39%	159 40%	92 37%	67 44%	175 36%	118 36%	57 35%	102 32%	24 28%	78 33%
5 (Very satisfied)	483 30%	117 29%	24 31%	93 28%	126 31%	86 35%	40 26%	159 33%	103 32%	56 35%	81 25%	22 26%	59 25%
Don't Know	28 2%	4 1%	4 5%	-	2 1%	1 1%	1 1%	13 3%	11 3%	2 1%	9 3%	3 3%	6 3%
Mean	3.91	3.92	3.97	3.91	3.99	4.03	3.92	3.95	3.94	3.97	3.73	3.74	3.73
Standard Deviation	.93	.88	.94	.87	.87	.89	.84	.97	.98	.96	.99	.96	1.00

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC073
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
C Variety of food and beverages offered?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	14 1%	12 2%	2 0%	14 1%	-	-	2 1%	8 2%	2 1%	-	2 1%	11 1%	2 0%	12 1%	2 0%
2	91 6%	52 7%	40 5%	73 5%	17 8%	11 5%	22 6%	25 8%	9 4%	8 4%	15 6%	50 5%	41 6%	70 6%	21 4%
3	314 19%	182 24%	132 16%	268 19%	46 22%	48 23%	88 23%	58 17%	38 16%	33 17%	48 19%	196 20%	118 18%	230 21%	83 17%
4	531 33%	254 33%	277 33%	480 34%	49 23%	65 31%	148 39%	125 37%	83 36%	67 34%	43 17%	317 33%	208 32%	368 33%	157 32%
5 (Very satisfied)	633 39%	258 34%	375 44%	533 38%	97 46%	85 41%	118 31%	117 35%	100 43%	86 43%	127 50%	378 39%	253 39%	411 37%	219 45%
Don't Know	32 2%	10 1%	22 3%	31 2%	1 1%	-	4 1%	4 1%	1 0%	4 2%	18 7%	14 1%	18 3%	27 2%	5 1%
Mean	4.06	3.92	4.19	4.06	4.08	4.07	3.94	3.95	4.17	4.19	4.18	4.05	4.07	4.00	4.19
Standard Deviation	.95	1.00	.89	.94	1.01	.93	.92	1.02	.89	.87	1.02	.96	.94	.97	.89

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC074
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
C. Variety of food and beverages offered?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED.	THUR	FRI	SAT.	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	14 1%	4 1%	9 1%	-	3 1%	5 1%	3 1%	2 0%	-	3 1%	-	6 3%	2 1%	-	4 2%	-
2	91 6%	29 6%	36 4%	27 10%	37 7%	20 4%	25 6%	35 5%	5 3%	8 3%	12 5%	11 5%	8 3%	18 9%	17 8%	18 7%
3	314 19%	97 21%	190 22%	28 10%	122 21%	102 19%	65 16%	98 14%	34 20%	38 16%	53 21%	50 23%	43 20%	31 16%	44 20%	54 20%
4	531 33%	188 40%	283 33%	58 21%	222 39%	192 36%	83 21%	240 36%	37 21%	79 33%	93 36%	68 31%	67 31%	65 33%	67 31%	92 34%
5 (Very satisfied)	633 39%	143 30%	340 39%	148 54%	178 31%	205 39%	211 52%	294 44%	80 46%	108 46%	93 36%	84 38%	87 40%	79 40%	84 38%	98 37%
Don't Know	32 2%	9 2%	8 1%	14 5%	8 1%	1 0%	16 4%	5 1%	17 10%	1 0%	6 2%	-	14 6%	4 2%	2 1%	5 2%
Mean	4.06	3.95	4.06	4.26	3.95	4.09	4.22	4.18	4.23	4.20	4.06	3.97	4.12	4.06	3.98	4.03
Standard Deviation	.95	.93	.94	1.02	.92	.91	1.00	.89	.90	.91	.88	1.03	.92	.98	1.03	.93

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC075
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
C. Variety of food and beverages offered?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	14 1%	1 0%	-	1 0%	1 0%	1 0%	-	6 1%	3 1%	2 1%	6 2%	-	6 2%
2	91 6%	16 4%	7 9%	10 3%	17 4%	15 6%	2 1%	35 7%	28 9%	7 4%	24 7%	9 11%	15 6%
3	314 19%	81 20%	15 20%	66 20%	77 19%	46 18%	32 21%	79 16%	50 15%	29 18%	76 24%	24 29%	52 22%
4	531 33%	134 33%	21 28%	112 34%	139 35%	76 31%	63 41%	161 33%	99 31%	62 38%	97 30%	22 26%	76 32%
5 (Very satisfied)	633 39%	169 41%	30 39%	139 42%	163 41%	109 44%	54 36%	191 39%	131 41%	60 37%	109 34%	27 31%	83 35%
Don't Know	32 2%	6 1%	4 5%	2 1%	3 1%	1 1%	2 1%	14 3%	12 4%	2 1%	9 3%	3 3%	6 3%
Mean	4.06	4.13	4.02	4.15	4.12	4.12	4.13	4.06	4.05	4.07	3.90	3.80	3.93
Standard Deviation	.95	.90	1.00	.87	.89	.95	.78	.99	1.02	.93	1.03	1.03	1.03

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC076
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
D. Speed of service?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	11 1%	10 1%	1 0%	8 1%	3 2%	2 1%	3 1%	6 2%	-	-	-	5 1%	6 1%	6 1%	5 1%
2	97 6%	55 7%	42 5%	76 5%	22 10%	22 10%	20 5%	35 10%	9 4%	4 2%	8 3%	54 6%	41 6%	63 6%	32 7%
3	483 30%	230 30%	253 30%	402 29%	77 36%	71 34%	163 42%	96 28%	66 28%	56 28%	31 12%	292 30%	190 30%	343 31%	139 29%
4	550 34%	285 37%	266 31%	503 36%	46 22%	55 27%	126 33%	141 42%	79 34%	58 30%	90 36%	330 34%	217 34%	389 35%	156 32%
5 (Very satisfied)	445 28%	179 23%	266 31%	381 27%	62 30%	59 28%	68 18%	56 17%	78 33%	79 40%	105 42%	274 28%	170 27%	294 26%	150 31%
Don't Know	28 2%	9 1%	19 2%	28 2%	-	-	4 1%	4 1%	1 0%	1 1%	18 7%	10 1%	18 3%	24 2%	5 1%
Mean	3.83	3.75	3.91	3.86	3.68	3.70	3.62	3.62	3.98	4.08	4.24	3.85	3.81	3.82	3.86
Standard Deviation	.93	.94	.91	.91	1.06	1.03	.87	.94	.88	.87	.82	.92	.94	.91	.97

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC077
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
D. Speed of service?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR	FRI.	SAT.	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	11 1%	4 1%	7 1%	-	3 0%	3 1%	3 1%	1 0%	-	3 1%	1 0%	4 2%	-	-	2 1%	-
2	97 6%	39 8%	41 5%	18 6%	34 6%	35 7%	22 5%	35 5%	7 4%	10 4%	13 5%	11 5%	13 6%	18 9%	16 7%	16 6%
3	483 30%	163 35%	271 31%	48 17%	189 33%	176 33%	78 19%	211 31%	42 24%	64 27%	89 34%	55 25%	64 29%	62 31%	63 29%	87 33%
4	550 34%	173 37%	313 36%	63 23%	231 40%	167 32%	122 30%	219 32%	47 27%	67 28%	84 33%	100 46%	77 35%	56 28%	87 40%	79 30%
5 (Very satisfied)	445 28%	82 17%	230 27%	132 48%	106 19%	143 27%	165 41%	204 30%	62 36%	91 39%	64 25%	48 22%	52 24%	56 29%	51 23%	81 31%
Don't Know	28 2%	9 2%	4 0%	14 5%	8 1%	1 0%	14 3%	4 1%	16 9%	1 0%	6 2%	-	14 6%	5 2%	-	3 1%
Mean	3.83	3.63	3.83	4.19	3.72	3.79	4.08	3.88	4.04	3.99	3.79	3.81	3.81	3.78	3.77	3.86
Standard Deviation	.93	.90	.91	.97	.86	.94	.96	.91	.92	.98	.90	.91	.89	.98	.93	.93

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC078
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
D Speed of service?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	11 1%	3 1%	-	3 1%	3 1%	2 1%	1 1%	-	-	-	5 2%	-	5 2%
2	97 6%	17 4%	2 3%	15 4%	35 9%	15 6%	20 13%	23 5%	13 4%	10 6%	23 7%	5 6%	17 7%
3	483 30%	120 29%	22 29%	98 30%	118 29%	69 28%	48 32%	144 30%	98 30%	46 28%	101 31%	21 25%	80 34%
4	550 34%	163 40%	34 44%	129 39%	118 30%	72 29%	46 30%	165 34%	104 32%	61 37%	104 32%	32 38%	72 31%
5 (Very satisfied)	445 28%	100 25%	15 19%	85 26%	124 31%	88 36%	36 23%	141 29%	96 30%	44 27%	80 25%	24 28%	56 24%
Don't Know	28 2%	5 1%	4 5%	1 0%	2 1%	1 0%	1 1%	13 3%	11 3%	2 1%	9 3%	3 3%	6 3%
Mean	3.83	3.84	3.84	3.85	3.82	3.93	3.63	3.90	3.91	3.87	3.74	3.91	3.68
Standard Deviation	.93	.87	.78	.89	1.00	.98	1.01	.89	.89	.89	.97	.90	.99

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC079
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
E. Atmosphere?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	38 2%	23 3%	15 2%	28 2%	10 5%	10 5%	10 3%	5 1%	3 1%	4 2%	5 2%	19 2%	19 3%	32 3%	6 1%
2	93 6%	52 7%	41 5%	82 6%	11 5%	12 6%	25 6%	29 9%	8 4%	12 6%	7 3%	48 5%	43 7%	62 6%	27 6%
3	389 24%	206 27%	183 22%	331 24%	57 27%	50 24%	93 24%	101 30%	61 26%	37 19%	46 18%	263 27%	125 19%	283 25%	104 21%
4	545 34%	262 34%	284 34%	493 35%	50 24%	73 35%	147 38%	132 39%	88 38%	45 23%	61 24%	330 34%	214 33%	378 34%	166 34%
5 (Very satisfied)	526 33%	221 29%	305 36%	440 32%	82 39%	63 [illegible]	104 27%	67 20%	73 31%	98 50%	120 47%	299 31%	225 35%	343 31%	181 37%
Don't Know	24 1%	4 1%	20 2%	24 2%	-	-	4 1%	4 1%	-	2 1%	13 5%	7 1%	17 3%	20 2%	4 1%
Mean	3.90	3.79	3.99	3.90	3.87	3.80	3.82	3.68	3.94	4.13	4.19	3.88	3.93	3.85	4.01
Standard Deviation	1.01	1.03	.98	.99	1.14	1.09	1.00	.94	.92	1.05	.99	.97	1.05	1.02	.96

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC080
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
E. Atmosphere?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	38 2%	13 3%	21 2%	4 1%	20 4%	4 1%	13 3%	12 2%	3 2%	12 5%	3 1%	8 4%	5 2%	2 1%	9 4%	-
2	93 6%	38 8%	43 5%	11 4%	40 7%	21 4%	23 6%	31 5%	10 6%	11 5%	15 6%	15 7%	9 4%	5 2%	15 7%	23 9%
3	389 24%	169 36%	192 22%	27 10%	179 31%	131 25%	46 11%	158 23%	25 14%	55 23%	62 24%	49 22%	45 20%	52 27%	43 20%	82 31%
4	545 34%	172 37%	315 36%	59 21%	209 37%	199 38%	107 26%	229 34%	55 32%	74 31%	101 39%	79 36%	76 34%	76 38%	68 31%	71 27%
5 (Very satisfied)	526 33%	75 16%	288 33%	159 58%	120 21%	170 32%	201 50%	239 35%	66 38%	84 36%	71 27%	68 31%	72 33%	62 32%	82 38%	86 32%
Don't Know	24 1%	2 0%	7 1%	14 5%	4 1%	-	14 3%	5 1%	15 8%	-	6 2%	-	14 6%	-	1 1%	3 1%
Mean	3.90	3.55	3.94	4.38	3.65	3.97	4.18	3.97	4.08	3.88	3.88	3.84	3.98	3.97	3.92	3.84
Standard Deviation	1.01	.95	.99	.94	1.00	.90	1.07	.97	1.00	1.10	.93	1.06	.98	.88	1.11	.99

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC081
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
E. Atmosphere?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	18[illegible]	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	38 2%	4 1%	2 2%	2 1%	3 1%	-	3 2%	18 4%	9 3%	9 5%	13 4%	2 2%	11 5%
2	93 6%	29 7%	4 6%	24 7%	18 5%	10 4%	9 6%	18 4%	12 4%	6 4%	28 9%	12 14%	16 7%
3	389 24%	96 24%	22 28%	74 23%	86 22%	49 20%	37 25%	115 24%	79 25%	36 22%	91 28%	23 28%	68 29%
4	545 34%	143 35%	30 39%	113 34%	138 34%	85 34%	53 35%	157 32%	103 32%	55 34%	107 33%	22 26%	85 36%
5 (Very satisfied)	528 33%	135 33%	18 24%	116 35%	152 38%	103 42%	49 32%	166 34%	109 34%	56 35%	73 23%	22 27%	51 22%
Don't Know	24 1%	-	-	-	3 1%	1 1%	2 1%	12 2%	11 3%	1 1%	9 3%	3 3%	6 3%
Mean	3.90	3.92	3.77	3.96	4.05	4.14	3.90	3.92	3.93	3.89	3.64	3.63	3.64
Standard Deviation	1.01	.97	.97	.97	.92	.87	.99	1.04	1.01	1.10	1.07	1.12	1.06

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC082
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
F. Location being convenient?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	50 3%	32 4%	19 2%	38 3%	12 6%	3 2%	22 6%	13 4%	2 1%	6 3%	4 1%	36 4%	14 2%	38 3%	12 2%
2	100 6%	48 6%	51 6%	75 5%	25 12%	16 8%	39 10%	27 8%	8 3%	3 1%	8 3%	58 6%	41 6%	70 6%	28 6%
3	321 20%	176 23%	145 17%	284 20%	36 17%	35 17%	96 25%	74 22%	51 22%	30 15%	36 14%	198 21%	122 19%	227 20%	93 19%
4	427 26%	230 30%	198 23%	360 26%	66 31%	65 31%	112 29%	96 28%	63 27%	41 21%	51 20%	262 27%	165 26%	305 27%	121 25%
5 (Very satisfied)	696 43%	277 36%	419 49%	622 44%	71 34%	90 43%	112 29%	125 37%	109 47%	117 59%	143 56%	408 42%	284 44%	462 41%	229 47%
Don't Know	20 1%	4 1%	16 2%	20 1%	-	-	3 1%	4 1%	-	1 1%	12 5%	5 0%	15 2%	16 1%	4 1%
Mean	4.02	3.88	4.14	4.05	3.75	4.07	3.67	3.88	4.15	4.33	4.33	3.99	4.06	3.98	4.09
Standard Deviation	1.08	1.10	1.05	1.06	1.21	1.03	1.17	1.12	.95	99	.95	1.10	1.06	1.09	1.05

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC083
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
F. Location being convenient?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED.	THUR	FRI.	SAT.	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	50 3%	11 2%	31 4%	8 3%	12 2%	24 5%	14 4%	15 2%	3 2%	5 2%	5 2%	8 4%	1 0%	11 6%	9 4%	12 4%
2	100 6%	38 8%	47 5%	16 6%	49 9%	19 4%	31 8%	40 6%	11 6%	8 3%	17 6%	15 7%	16 7%	18 9%	6 3%	20 8%
3	321 20%	124 26%	162 19%	34 12%	136 24%	100 19%	50 12%	121 18%	24 14%	49 21%	54 21%	33 15%	47 21%	42 21%	40 18%	56 21%
4	427 26%	141 30%	243 28%	42 15%	180 32%	154 29%	74 18%	174 26%	24 14%	57 24%	71 28%	70 32%	51 23%	56 29%	57 26%	64 24%
5 (Very satisfied)	696 43%	155 33%	380 44%	161 59%	191 33%	227 43%	224 55%	320 47%	99 57%	117 49%	105 41%	93 42%	91 41%	69 35%	108 50%	114 43%
Don't Know	20 1%	2 0%	3 0%	14 5%	4 1%	-	11 3%	4 1%	12 7%	-	6 2%	-	14 6%	-	-	-
Mean	4.02	3.84	4.03	4.28	3.86	4.03	4.18	4.11	4.26	4.15	4.01	4.02	4.04	3.79	4.15	3.93
Standard Deviation	1.08	1.05	1.08	1.10	1.04	1.09	1.15	1.05	1.08	1.01	1.04	1.09	1.02	1.19	1.06	1.16

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC084
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
F. Location being convenient?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	50 3%	5 1%	1 1%	4 1%	15 4%	7 3%	8 6%	22 5%	13 4%	9 6%	8 3%	1 1%	7 3%
2	100 6%	27 7%	4 5%	24 7%	25 6%	10 4%	15 10%	34 7%	23 7%	10 6%	13 4%	6 8%	7 3%
3	321 20%	71 17%	14 19%	57 17%	84 21%	48 19%	36 24%	95 20%	64 20%	32 20%	71 22%	17 20%	54 23%
4	427 26%	117 29%	25 33%	92 28%	115 29%	71 29%	44 29%	118 24%	70 22%	48 29%	78 24%	14 17%	63 27%
5 (Very satisfied)	696 43%	187 46%	32 42%	155 47%	160 40%	113 46%	47 31%	204 42%	142 44%	62 38%	144 45%	43 51%	102 43%
Don't Know	20 1%	-	-	-	1 0%	-	1 1%	12 2%	11 3%	1 1%	7 2%	3 3%	4 2%
Mean	4.02	4.12	4.10	4.12	3.95	4.11	3.70	3.95	3.98	3.89	4.07	4.12	4.05
Standard Deviation	1.08	1.00	.97	1.01	1.10	1.02	1.18	1.16	1.16	1.16	1.05	1.09	1.03

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC085
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
G. Price paid for value received?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	258	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	32 2%	18 2%	13 2%	28 2%	4 2%	9 4%	5 1%	10 3%	2 1%	5 2%	1 0%	17 2%	15 2%	17 2%	15 3%
2	79 5%	41 5%	38 5%	59 4%	20 9%	23 11%	22 6%	10 3%	8 3%	9 5%	6 2%	39 4%	37 6%	52 5%	24 5%
3	450 28%	229 30%	221 26%	387 28%	62 30%	54 26%	141 37%	118 35%	58 25%	34 17%	45 18%	283 29%	167 26%	341 30%	109 22%
4	565 35%	295 38%	271 32%	498 36%	66 31%	86 41%	148 38%	130 39%	89 38%	65 33%	48 19%	337 35%	226 35%	373 33%	187 39%
5 (Very satisfied)	461 29%	175 23%	286 34%	398 28%	58 28%	36 17%	63 16%	64 19%	76 33%	85 43%	137 54%	279 29%	180 28%	312 28%	147 30%
Don't Know	28 2%	10 1%	18 2%	28 2%	-	-	4 1%	6 2%	-	1 1%	17 7%	11 1%	17 3%	23 2%	5 1%
Mean	3.85	3.75	3.94	3.86	3.74	3.56	3.63	3.69	3.98	4.10	4.32	3.86	3.83	3.83	3.89
Standard Deviation	.97	.95	.97	.96	1.03	1.04	.88	.92	.90	1.00	.90	.95	.99	.95	1.00

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC086
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
G. Price paid for value received?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	32 2%	6 1%	19 2%	7 2%	4 1%	14 3%	12 3%	9 1%	5 3%	2 1%	3 1%	11 5%	3 1%	-	3 1%	9 3%
2	79 5%	18 4%	45 5%	16 6%	29 5%	21 4%	23 6%	30 4%	8 5%	14 6%	16 6%	5 2%	14 6%	3 1%	13 6%	15 6%
3	450 28%	161 34%	242 28%	47 17%	182 32%	159 30%	74 18%	183 27%	37 22%	59 25%	66 26%	62 28%	65 30%	54 27%	58 26%	86 32%
4	565 35%	209 44%	308 36%	49 18%	230 40%	191 36%	109 27%	236 35%	34 20%	81 34%	102 40%	85 39%	62 28%	80 41%	74 34%	81 30%
5 (Very satisfied)	461 29%	69 15%	246 28%	142 52%	118 21%	139 26%	169 42%	212 31%	74 43%	80 34%	64 25%	55 25%	61 28%	57 29%	71 32%	73 28%
Don't Know	28 2%	7 1%	6 1%	14 5%	7 1%	-	15 4%	4 1%	15 8%	1 0%	6 2%	-	15 7%	4 2%	-	2 1%
Mean	3.85	3.68	3.83	4.16	3.76	3.80	4.03	3.91	4.04	3.95	3.83	3.77	3.80	3.99	3.90	3.73
Standard Deviation	.97	.82	.97	1.09	.86	.97	1.08	.94	1.09	.95	.93	1.03	.99	.80	.97	1.04

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC087
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
G. Price paid for value received?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	32 2%	7 2%	1 1%	6 2%	6 1%	5 2%	1 1%	8 2%	3 1%	5 3%	11 3%	-	11 5%
2	79 5%	13 3%	1 1%	12 4%	20 5%	8 3%	12 8%	30 6%	23 7%	8 5%	16 5%	6 7%	9 4%
3	450 28%	90 22%	16 20%	75 23%	124 31%	72 29%	52 34%	127 26%	94 29%	32 20%	109 34%	25 30%	84 35%
4	565 35%	164 40%	32 41%	133 40%	134 33%	85 34%	49 32%	166 34%	102 32%	64 39%	101 32%	25 30%	76 32%
5 (Very satisfied)	461 29%	129 32%	24 31%	105 32%	116 29%	79 32%	37 24%	140 29%	89 28%	51 31%	76 24%	25 30%	51 21%
Don't Know	28 2%	4 1%	4 5%	-	1 0%	-	1 1%	15 3%	13 4%	2 1%	9 3%	3 3%	6 3%
Mean	3.85	3.98	4.04	3.96	3.84	3.91	3.72	3.85	3.81	3.92	3.69	3.84	3.63
Standard Deviation	.97	.91	.86	93	95	95	.95	.98	.96	1.01	1.01	.96	1.02

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC088

QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
H. Convenience of not having to prepare the food?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	25 2%	22 3%	4 0%	21 2%	4 2%	2 1%	4 1%	4 1%	4 2%	4 2%	9 3%	21 2%	5 1%	22 2%	3 1%
2	48 3%	25 3%	23 3%	38 3%	9 4%	11 5%	14 4%	14 4%	6 2%	1 1%	3 1%	18 2%	30 5%	36 3%	12 3%
3	166 10%	102 13%	64 8%	136 10%	30 14%	27 13%	43 11%	29 9%	25 11%	20 10%	21 8%	100 10%	63 10%	123 11%	38 8%
4	338 21%	222 29%	116 14%	290 21%	48 23%	57 27%	87 23%	76 23%	48 21%	41 21%	28 11%	200 21%	137 21%	244 22%	94 19%
5 (Very satisfied)	1009 62%	386 50%	622 73%	884 63%	120 57%	112 54%	233 61%	211 62%	151 65%	129 65%	173 68%	616 64%	391 61%	673 60%	332 68%
Don't Know	27 2%	10 1%	17 2%	27 2%	-	-	3 1%	4 1%	-	2 1%	18 7%	11 1%	16 3%	20 2%	7 2%
Refused	1 0%	-	1 0%	1 0%	-	-	-	-	-	-	1 0%	-	1 0%	1 0%	-
Mean	4.42	4.22	4.61	4.44	4.28	4.28	4.40	4.43	4.44	4.49	4.52	4.44	4.41	4.37	4.54
Standard Deviation	.91	.99	.78	.89	.99	.94	.90	.89	.90	.86	.97	.91	.91	.95	.80

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC089
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
H. Convenience of not having to prepare the food?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT: WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR	FRI	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	25 2%	14 3%	12 1%	-	9 2%	10 2%	5 1%	4 1%	-	8 4%	3 1%	3 1%	2 1%	9 4%	-	1 0%
2	48 3%	9 2%	19 2%	20 7%	13 2%	11 2%	20 5%	16 2%	7 4%	6 3%	8 3%	12 5%	4 2%	5 3%	3 1%	10 4%
3	166 10%	61 13%	101 12%	4 2%	71 12%	50 10%	23 6%	49 7%	15 8%	17 7%	24 9%	26 12%	18 8%	20 10%	28 13%	34 13%
4	338 21%	122 26%	179 21%	37 14%	144 25%	112 21%	65 16%	96 14%	21 12%	55 23%	64 25%	53 24%	44 20%	34 17%	49 22%	40 15%
5 (Very satisfied)	1009 62%	262 56%	549 63%	195 71%	330 58%	339 65%	277 69%	504 75%	118 68%	149 63%	153 59%	121 55%	139 63%	129 66%	138 63%	180 68%
Don't Know	27 2%	3 1%	5 1%	18 7%	4 1%	2 0%	12 3%	5 1%	12 7%	1 0%	6 2%	5 2%	14 6%	-	1 1%	-
Refused	1 0%	-	1 0%	-	-	-	1 0%	-	1 1%	-	-	-	-	-	-	1 0%
Mean	4.42	4.30	4.44	4.59	4.36	4.45	4.51	4.61	4.56	4.40	4.42	4.30	4.52	4.37	4.48	4.46
Standard Deviation	.91	.97	.88	.87	.90	.90	.91	.77	.83	.99	.87	.96	.80	1.06	.77	.89

TAB DATE: APRIL, 1991
RUN DATE: 10.MAY 1991

CFMC090

QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following

H. Convenience of not having to prepare the food?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	25 2%	-	-	-	12 3%	7 3%	6 4%	6 1%	6 2%	-	7 2%	1 1%	6 2%
2	48 3%	12 3%	3 4%	9 3%	5 1%	3 1%	2 2%	15 3%	11 4%	4 2%	15 5%	2 2%	13 5%
3	166 10%	53 13%	9 11%	44 13%	41 10%	25 10%	16 11%	41 8%	27 8%	14 9%	31 10%	10 12%	21 9%
4	338 21%	95 23%	16 21%	79 24%	80 20%	57 23%	23 15%	91 19%	56 17%	35 22%	72 22%	23 27%	49 21%
5 (Very satisfied)	1009 62%	245 60%	49 64%	196 59%	257 64%	155 63%	103 67%	316 65%	209 64%	108 66%	190 59%	46 54%	144 61%
Don't Know	27 2%	1 0%	-	1 0%	3 1%	1 1%	2 1%	16 3%	15 5%	1 1%	7 2%	3 3%	4 2%
Refused	1 0%	1 0%	-	1 0%	-	-	-	-	-	-	-	-	-
Mean	4.42	4.42	4.45	4.41	4.42	4.42	4.43	4.48	4.46	4.53	4.34	4.34	4.34
Standard Deviation	.91	.83	.85	.83	.96	.92	1.02	.88	.94	.76	.99	.90	1.02

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC091
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
I. Attitude of servers?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	33 2%	23 3%	11 1%	24 2%	9 4%	5 2%	13 3%	7 2%	4 2%	2 1%	2 1%	13 1%	21 3%	25 2%	8 2%
2	76 5%	40 5%	35 4%	62 4%	13 6%	17 8%	15 4%	23 7%	11 5%	2 1%	7 3%	42 4%	31 5%	47 4%	26 5%
3	319 20%	176 23%	143 17%	277 20%	41 20%	51 24%	96 25%	72 21%	42 18%	32 16%	26 10%	189 20%	130 20%	230 21%	90 18%
4	575 36%	277 36%	298 35%	506 36%	67 32%	73 35%	152 40%	146 43%	93 40%	49 25%	62 24%	360 37%	213 33%	410 37%	163 34%
5 (Very satisfied)	580 36%	240 31%	340 40%	498 36%	79 38%	64 31%	104 27%	84 25%	82 35%	112 56%	134 53%	347 36%	231 36%	381 34%	194 40%
Don't Know	31 2%	12 2%	19 2%	31 2%	-	-	3 1%	6 2%	-	1 1%	22 9%	15 2%	17 3%	27 2%	5 1%
Mean	4.01	3.89	4.11	4.02	3.92	3.84	3.84	3.83	4.02	4.35	4.39	4.04	3.96	3.98	4.06
Standard Deviation	.97	1.01	.93	.95	1.11	1.03	.99	.96	.95	.88	.86	.93	1.04	.97	.98

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC092
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
I Attitude of servers?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED.	THUR.	FRI.	SAT.	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	33 2%	8 2%	19 2%	7 2%	10 2%	10 2%	11 3%	9 1%	1 1%	6 2%	6 2%	5 2%	6 3%	3 1%	4 2%	4 1%
2	76 5%	28 6%	38 4%	10 4%	35 6%	25 5%	11 3%	28 4%	8 5%	7 3%	15 6%	10 4%	5 2%	14 7%	8 4%	17 6%
3	319 20%	139 30%	154 18%	26 10%	140 25%	106 20%	47 12%	120 18%	24 14%	48 20%	55 21%	46 21%	35 16%	36 18%	34 16%	65 25%
4	575 36%	192 41%	329 38%	53 19%	232 41%	197 38%	108 27%	253 37%	45 26%	83 35%	106 41%	76 35%	71 32%	68 35%	81 37%	89 33%
5 (Very satisfied)	580 36%	96 20%	320 37%	162 59%	146 26%	187 36%	207 51%	258 38%	83 48%	91 38%	69 27%	82 38%	88 40%	73 37%	90 41%	87 33%
Don't Know	31 2%	7 1%	7 1%	17 6%	7 1%	-	19 5%	6 1%	13 8%	1 0%	6 2%	-	15 7%	4 2%	1 1%	4 1%
Mean	4.01	3.74	4.04	4.37	3.83	4.00	4.27	4.08	4.25	4.05	3.87	4.01	4.13	4.01	4.12	3.91
Standard Deviation	.97	.91	.96	1.00	.95	.96	.99	.92	.94	.97	.97	.99	.98	.99	.94	.98

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC093
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
I. Attitude of servers?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	33 2%	6 2%	1 2%	5 2%	5 1%	4 2%	1 1%	9 2%	6 2%	2 1%	13 4%	3 3%	11 5%
2	76 5%	15 4%	3 4%	12 4%	14 4%	8 3%	6 4%	18 4%	13 4%	5 3%	28 9%	6 7%	22 9%
3	319 20%	91 22%	15 20%	76 23%	90 23%	52 21%	38 25%	78 16%	48 15%	29 18%	60 19%	25 29%	36 15%
4	575 36%	145 36%	32 42%	112 34%	139 35%	88 35%	52 34%	169 35%	107 33%	62 38%	122 38%	24 28%	98 41%
5 (Very satisfied)	580 36%	146 36%	21 27%	126 38%	149 37%	95 38%	54 35%	194 40%	133 41%	61 37%	91 28%	25 29%	66 28%
Don't Know	31 2%	4 1%	4 5%	-	2 1%	1 1%	1 1%	19 4%	15 5%	3 2%	7 2%	3 3%	4 2%
Mean	4.01	4.01	3.93	4.03	4.04	4.07	4.00	4.12	4.13	4.09	3.79	3.76	3.80
Standard Deviation	.97	.94	.92	.95	.93	.93	.92	.95	.97	.91	1.09	1.08	1.10

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC094
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
J. Food consistency from visit to visit?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	16 1%	10 1%	6 1%	10 1%	6 3%	-	5 1%	4 1%	-	1 1%	5 2%	10 1%	6 1%	14 1%	2 0%
2	93 6%	46 6%	48 6%	73 5%	20 9%	19 9%	22 6%	28 8%	8 3%	4 2%	12 5%	45 5%	45 7%	67 6%	23 5%
3	355 22%	179 23%	176 21%	302 22%	52 25%	50 24%	110 29%	66 20%	55 24%	34 17%	39 16%	225 23%	130 20%	239 21%	115 24%
4	613 38%	322 42%	290 34%	542 39%	68 33%	90 43%	155 40%	152 45%	89 38%	62 31%	66 26%	364 38%	247 39%	431 38%	179 37%
5 (Very satisfied)	493 31%	196 25%	297 35%	426 30%	64 31%	48 23%	87 23%	81 24%	77 33%	94 48%	105 42%	305 32%	186 29%	331 30%	159 33%
Don't Know	44 3%	15 2%	29 3%	44 3%	-	2 1%	4 1%	6 2%	5 2%	2 1%	25 10%	17 2%	28 4%	36 3%	8 2%
Mean	3.94	3.86	4.01	3.96	3.79	3.81	3.78	3.84	4.03	4.24	4.11	3.96	3.91	3.92	3.98
Standard Deviation	.93	.92	.94	.91	1.06	.90	.92	.93	.85	.87	1.03	.92	.94	.94	.90

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC095
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
J. Food consistency from visit to visit?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED.	THUR	FRI	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	16 1%	3 1%	6 1%	8 3%	4 1%	1 0%	6 1%	6 1%	-	-	6 2%	5 2%	-	-	4 2%	1 0%
2	93 6%	23 5%	51 6%	19 7%	33 6%	25 5%	27 7%	35 5%	13 7%	7 3%	18 7%	12 5%	10 4%	18 9%	11 5%	19 7%
3	355 22%	128 27%	205 24%	23 8%	150 26%	127 24%	52 13%	155 23%	21 12%	54 23%	66 26%	55 25%	45 21%	37 19%	43 20%	54 20%
4	613 38%	217 46%	325 38%	69 25%	244 43%	199 38%	131 33%	245 36%	45 26%	88 37%	89 35%	89 41%	78 36%	77 39%	81 37%	111 42%
5 (Very satisfied)	493 31%	87 18%	269 31%	135 49%	127 22%	170 32%	167 41%	225 33%	72 42%	85 36%	72 28%	54 25%	71 32%	61 31%	74 34%	75 28%
Don't Know	44 3%	13 3%	10 1%	21 8%	12 2%	2 0%	20 5%	7 1%	22 13%	3 1%	6 2%	4 2%	15 7%	4 2%	7 3%	6 2%
Mean	3.94	3.79	3.93	4.21	3.82	3.98	4.11	3.97	4.17	4.08	3.81	3.82	4.03	3.94	3.99	3.92
Standard Deviation	.93	.82	.92	1.08	.87	.89	.99	.93	.97	.84	1.01	.95	.87	.94	.96	.91

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC096
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
J. Food consistency from visit to visit?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	16 1%	2 1%	-	2 1%	1 0%	-	1 1%	5 1%	5 2%	-	7 2%	1 1%	6 3%
2	93 6%	18 4%	4 6%	14 4%	33 8%	17 7%	16 11%	17 4%	13 4%	4 3%	25 8%	6 7%	18 8%
3	355 22%	104 26%	18 23%	86 26%	91 23%	50 20%	41 27%	95 20%	63 19%	32 20%	66 20%	21 25%	45 19%
4	613 38%	159 39%	35 46%	123 37%	139 35%	81 33%	58 38%	183 38%	130 40%	53 33%	132 41%	30 36%	102 43%
5 (Very satisfied)	493 31%	113 28%	11 14%	102 31%	131 33%	99 40%	32 21%	169 35%	102 31%	68 42%	79 25%	23 28%	56 24%
Don't Know	44 3%	11 3%	8 11%	3 1%	5 1%	-	5 3%	16 3%	11 3%	5 3%	13 4%	3 3%	10 4%
Mean	3.94	3.92	3.77	3.94	3.93	4.06	3.70	4.05	3.99	4.17	3.81	3.84	3.81
Standard Deviation	.93	.88	.80	.90	.96	.94	.96	.90	.92	.85	.99	.99	.99

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC097

QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
K. Hours of operation?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
1 (Very dissatisfied)	29 2%	24 3%	5 1%	25 2%	4 2%	-	16 4%	7 2%	3 1%	3 1%	-	19 2%	9 1%	26 2%	3 1%
2	75 5%	36 5%	39 5%	66 5%	9 4%	15 7%	21 6%	19 6%	9 4%	2 1%	8 3%	37 4%	35 5%	55 5%	18 4%
3	253 16%	139 18%	114 13%	209 15%	44 21%	38 18%	68 18%	72 21%	35 15%	17 8%	23 9%	157 16%	96 15%	168 15%	84 17%
4	476 29%	246 32%	230 27%	415 30%	58 28%	75 36%	121 32%	93 28%	76 32%	48 25%	62 25%	274 28%	200 31%	322 29%	152 31%
5 (Very satisfied)	750 46%	315 41%	435 51%	657 47%	90 43%	80 39%	153 40%	142 42%	109 47%	125 63%	141 56%	465 48%	283 44%	521 47%	226 46%
Don't Know	32 2%	8 1%	24 3%	26 2%	5 3%	-	4 1%	6 2%	-	3 2%	18 7%	14 1%	18 3%	27 2%	5 1%
Mean	4.17	4.04	4.28	4.18	4.08	4.06	3.98	4.04	4.19	4.50	4.43	4.18	4.14	4.15	4.21
Standard Deviation	.98	1.03	.91	.98	1.00	.93	1.09	1.02	.94	.81	.81	.98	.97	1.01	.89

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC098
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
K. Hours of operation?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR	FRI.	SAT	SUN.
UNWEIGHTED TOTAL	1000	35C	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
1 (Very dissatisfied)	29 2%	5 1%	14 2%	9 3%	6 1%	17 3%	4 1%	5 1%	-	2 1%	3 1%	7 3%	6 3%	1 1%	4 2%	4 2%
2	75 5%	29 6%	41 5%	5 2%	34 6%	21 4%	15 4%	29 4%	9 5%	6 2%	6 2%	8 4%	9 4%	13 6%	17 8%	17 7%
3	253 16%	89 19%	153 18%	11 4%	99 17%	84 16%	46 11%	104 16%	10 6%	32 13%	50 19%	43 19%	34 15%	33 17%	20 9%	43 16%
4	476 29%	152 32%	264 31%	58 21%	172 30%	172 33%	100 25%	180 27%	51 29%	68 29%	92 36%	69 32%	51 23%	48 24%	69 32%	79 30%
5 (Very satisfied)	750 46%	190 41%	386 45%	172 62%	256 45%	228 43%	222 55%	347 52%	88 51%	128 54%	96 37%	91 42%	105 48%	101 51%	109 50%	120 45%
Don't Know	32 2%	4 1%	8 1%	19 7%	4 1%	3 1%	15 4%	8 1%	16 9%	1 0%	11 4%	1 1%	15 7%	1 1%	-	3 1%
Mean	4.17	4.06	4.13	4.47	4.12	4.10	4.34	4.25	4.37	4.33	4.10	4.05	4.17	4.20	4.20	4.11
Standard Deviation	.98	.97	.98	.96	.98	1.02	.92	.93	.85	.86	.89	1.03	1.06	.99	1.01	1.01

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC099
QN13: Thinking of moderately-price family restaurants you know about; moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied, and "1" means very dissatisfied, how satisfied are you with the following
K. Hours of operation?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
1 (Very dissatisfied)	29 2%	4 1%	-	4 1%	2 1%	2 1%	-	15 3%	7 2%	8 5%	7 2%	-	7 3%
2	75 5%	25 6%	8 10%	18 5%	21 5%	9 4%	12 8%	13 3%	8 3%	4 3%	16 5%	6 7%	10 4%
3	253 16%	75 18%	12 15%	64 19%	68 17%	37 15%	32 21%	66 14%	47 15%	19 11%	44 14%	12 14%	32 13%
4	476 29%	113 28%	29 38%	84 25%	105 26%	72 29%	33 22%	157 32%	100 31%	58 36%	100 31%	25 30%	75 32%
5 (Very satisfied)	750 46%	188 46%	28 36%	161 49%	201 50%	126 51%	75 49%	214 44%	143 44%	72 44%	146 45%	39 46%	107 45%
Don't Know	32 2%	1 0%	-	1 0%	2 1%	1 0%	1 1%	20 4%	18 6%	2 1%	9 3%	3 3%	6 3%
Mean	4.17	4.13	4.01	4.15	4.21	4.26	4.13	4.17	4.18	4.13	4.15	4.19	4.14
Standard Deviation	.98	.99	.97	.99	.95	.91	1.01	.99	.96	1.06	1.00	.94	1.03

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC100
QN14: On the average, about how often do you usually go to moderately-priced restaurants?

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
More than once a week (8)	248 15%	144 19%	104 12%	205 15%	41 20%	35 17%	46 12%	50 15%	46 20%	40 20%	31 12%	145 15%	102 16%	190 17%	57 12%
About once a week (4)	444 28%	231 30%	213 25%	380 27%	62 30%	62 30%	118 31%	96 28%	48 20%	51 26%	70 28%	279 29%	163 25%	306 27%	135 28%
Once every two or three weeks (2.5)	413 26%	204 27%	209 25%	365 26%	47 22%	50 24%	108 28%	99 29%	63 27%	38 19%	54 22%	256 26%	157 25%	287 26%	125 26%
About once a month (1.0)	268 17%	112 15%	156 18%	232 17%	35 17%	40 19%	65 17%	47 14%	34 15%	43 22%	39 15%	149 15%	119 19%	185 17%	83 17%
Less often than once a month (0.5)	203 13%	67 9%	136 16%	184 13%	19 9%	21 10%	41 11%	42 12%	42 18%	20 10%	38 15%	122 13%	78 12%	120 11%	79 16%
Never (0.0)	37 2%	10 1%	27 3%	32 2%	5 2%	-	6 2%	4 1%	-	7 4%	20 8%	15 2%	22 3%	31 3%	6 1%
Don't Know	1 0%	-	1 0%	1 0%	-	-	-	-	-	-	1 0%	1 0%	-	-	1 0%
Mean	3.20	3.55	2.88	3.14	3.53	3.39	3.11	3.25	3.30	3.39	2.88	3.24	3.15	3.31	2.95
Standard Deviation	2.41	2.45	2.33	2.38	2.56	2.43	2.20	2.33	2.62	2.67	2.39	2.37	2.47	2.47	2.26

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC101
QN14: On the average, about how often do you usually go to moderately-priced restaurants?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
More than once a week (8)	248 15%	67 14%	136 16%	45 16%	97 17%	84 16%	50 12%	88 13%	16 9%	46 19%	35 14%	30 14%	31 14%	34 17%	31 14%	41 15%
About once a week (4)	444 28%	121 26%	246 28%	76 28%	151 26%	164 31%	97 24%	169 25%	45 26%	64 27%	78 30%	53 24%	55 25%	63 32%	60 28%	70 26%
Once every two or three weeks (2.5)	413 26%	127 27%	243 28%	42 15%	158 28%	147 28%	88 22%	178 26%	31 18%	66 28%	61 24%	62 28%	58 26%	38 19%	72 33%	56 21%
About once a month (1.0)	268 17%	85 18%	135 16%	47 17%	99 17%	69 13%	82 20%	127 19%	29 17%	30 13%	51 20%	37 17%	40 18%	31 16%	27 12%	52 20%
Less often than once a month (0.5)	203 13%	60 13%	98 11%	45 16%	59 10%	58 11%	64 16%	99 15%	37 21%	27 11%	26 10%	37 17%	19 9%	22 11%	26 12%	46 17%
Never (0.0)	37 2%	9 2%	8 1%	19 7%	7 1%	3 0%	22 5%	12 2%	15 8%	3 1%	6 2%	-	15 7%	9 4%	2 1%	2 1%
Don't Know	1 0%	1 0%	-	-	-	-	1 0%	-	1 1%	-	-	-	1 0%	-	-	-
Mean	3.20	3.09	3.31	3.05	3.33	3.42	2.78	2.98	2.51	3.51	3.15	3.05	3.04	3.36	3.24	3.08
Standard Deviation	2.41	2.36	2.37	2.61	2.44	2.35	2.38	2.33	2.28	2.51	2.33	2.36	2.42	2.52	2.28	2.46

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

C1MC102
QN14: On the average, about how often do you usually go to moderately-priced restaurants?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
More than once a week (8)	248 15%	50 12%	6 7%	44 13%	65 16%	49 20%	16 10%	88 18%	56 17%	32 20%	45 14%	13 15%	32 14%
About once a week (4)	444 28%	124 30%	23 29%	101 31%	111 28%	71 28%	41 27%	137 28%	91 28%	46 28%	72 23%	30 35%	43 18%
Once every two or three weeks (2.5)	413 26%	106 26%	23 30%	83 25%	109 27%	57 23%	52 34%	118 24%	79 24%	39 24%	81 25%	17 20%	64 27%
About once a month (1.0)	268 17%	69 17%	15 20%	54 16%	64 16%	38 15%	26 17%	69 14%	53 16%	16 10%	65 20%	11 13%	54 23%
Less often than once a month (0.5)	203 13%	51 13%	7 9%	44 13%	49 12%	32 13%	16 11%	53 11%	27 8%	27 16%	50 16%	14 16%	36 15%
Never (0.0)	37 2%	7 2%	4 5%	3 1%	1 0%	1 1%	-	21 4%	19 6%	2 1%	8 2%	-	8 3%
Don't Know	1 0%	-	-	-	1 0%	-	1 1%	-	-	-	-	-	-
Mean	3.20	3.08	2.75	3.15	3.32	3.51	3.01	3.39	3.32	3.51	2.93	3.33	2.79
Standard Deviation	2.41	2.25	2.01	2.30	2.40	2.56	2.10	2.53	2.51	2.58	2.42	2.40	2.41

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC103
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
UNWEIGHTED TOTAL	1000	478	522	881	113	103	224	259	167	110	137	621	374	696	297
WEIGHTED TOTAL	1615 100%	768 100%	847 100%	1398 100%	210 100%	209 100%	384 100%	338 100%	233 100%	198 100%	253 100%	966 100%	642 100%	1119 100%	487 100%
For a night out/ weekend evenings	238 15%	139 18%	99 12%	210 15%	27 13%	35 17%	58 15%	59 18%	37 16%	31 16%	18 7%	152 16%	86 13%	176 16%	60 12%
Cheaper	231 14%	95 12%	136 16%	209 15%	21 10%	31 15%	77 20%	31 9%	30 13%	29 15%	33 13%	141 15%	90 14%	156 14%	74 15%
More convenient	215 13%	122 16%	92 11%	197 14%	17 8%	22 10%	48 13%	39 11%	38 16%	35 18%	33 13%	131 14%	83 13%	163 15%	51 10%
When I'm in a hurry/ Busy schedule/ Time factor	186 12%	97 13%	89 11%	171 12%	15 7%	14 7%	42 11%	50 15%	37 16%	25 12%	19 8%	129 13%	58 9%	116 10%	70 14%
Anniversarys/ Birthdays/ Celebrations	150 9%	57 7%	93 11%	122 9%	29 14%	17 8%	30 8%	33 10%	26 11%	20 10%	24 10%	97 10%	53 8%	107 10%	42 9%
Don't feel like cooking	146 9%	65 8%	82 10%	126 9%	20 10%	21 10%	38 10%	22 6%	26 11%	12 6%	27 11%	94 10%	52 8%	94 8%	52 11%
With friend/ Guests	122 8%	55 7%	67 8%	108 8%	14 7%	21 10%	24 6%	17 5%	16 7%	7 3%	37 15%	47 5%	75 12%	89 8%	33 7%
Family outings	113 7%	32 4%	81 10%	90 6%	23 11%	18 9%	30 8%	31 9%	11 5%	14 7%	10 4%	62 6%	51 8%	76 7%	36 7%
Better food/ Quality food	112 7%	57 7%	55 6%	98 7%	14 7%	14 7%	25 6%	22 7%	25 11%	16 8%	11 4%	70 7%	42 7%	74 7%	38 8%
When traveling/ Out of town	82 5%	51 7%	31 4%	69 5%	13 6%	4 2%	25 6%	18 5%	10 4%	11 5%	15 6%	63 7%	19 3%	64 6%	18 4%
To relax/ Need a break	62 4%	30 4%	32 4%	53 4%	9 4%	9 4%	23 6%	13 4%	13 6%	4 2%	-	32 3%	30 5%	41 4%	22 4%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC103 (CONTINUED)
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
When I'm shopping	59 4%	20 3%	39 5%	56 4%	3 2%	2 1%	5 1%	13 4%	7 3%	16 8%	16 6%	37 4%	22 3%	43 4%	16 3%
Because of the kids/ Grandkids	56 3%	19 2%	37 4%	41 3%	15 7%	5 2%	21 5%	17 5%	5 2%	2 1%	6 2%	47 5%	9 1%	36 3%	20 4%
Atmosphere	52 3%	26 3%	26 3%	42 3%	9 4%	6 3%	13 3%	11 3%	10 4%	10 5%	2 1%	33 3%	19 3%	30 3%	22 5%
For lunch	44 3%	19 2%	26 3%	42 3%	2 1%	-	12 3%	8 3%	11 5%	4 2%	9 4%	23 2%	21 3%	40 4%	5 1%
For dinner	38 2%	18 2%	19 2%	38 3%	-	4 2%	11 3%	13 4%	7 3%	2 1%	1 0%	32 3%	6 1%	22 2%	16 3%
Business	37 2%	27 3%	10 1%	33 2%	4 2%	2 1%	3 1%	11 3%	9 4%	4 2%	7 3%	24 2%	10 2%	25 2%	8 2%
For a variety	32 2%	9 1%	23 3%	26 2%	6 3%	7 3%	4 1%	12 4%	3 1%	2 1%	5 2%	20 2%	11 2%	23 2%	8 2%
Change of pace	31 2%	24 3%	8 1%	30 2%	2 1%	9 4%	11 3%	4 1%	7 3%	-	-	12 1%	20 3%	18 2%	14 3%
We like to go there	31 2%	20 3%	10 1%	21 1%	10 5%	5 2%	6 2%	1 0%	8 4%	2 1%	8 3%	24 2%	7 1%	23 2%	7 2%
When we want good service	25 2%	8 1%	16 2%	14 1%	9 4%	4 2%	7 2%	-	4 2%	4 2%	6 2%	11 1%	13 2%	9 1%	15 3%
After church	23 1%	9 1%	14 2%	18 1%	5 2%	2 1%	5 1%	3 1%	1 0%	7 3%	5 2%	19 2%	4 1%	11 1%	12 2%
Tired of fast food	22 1%	8 1%	14 2%	21 2%	1 0%	5 2%	9 2%	1 0%	5 2%	3 1%	-	16 2%	7 1%	10 1%	12 2%
I like to be waited on/ Served	20 1%	11 1%	10 1%	18 1%	3 1%	3 1%	3 1%	7 2%	6 2%	1 1%	1 0%	11 1%	9 1%	17 1%	3 1%
On payday	19 1%	8 1%	11 1%	17 1%	2 1%	2 1%	5 1%	5 1%	2 1%	6 3%	-	12 1%	8 1%	17 1%	3 1%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC103 (CONTINUED)
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
Spontaneous/ Spur of the moment	15 1%	8 1%	8 1%	14 1%	1 1%	2 1%	5 1%	4 1%	2 1%	3 1%	-	9 1%	7 1%	10 1%	6 1%
Always	14 1%	10 1%	4 0%	13 1%	1 0%	4 2%	3 1%	2 1%	3 1%	-	2 1%	6 1%	8 1%	9 1%	5 1%
Late at night	13 1%	6 1%	7 1%	12 1%	1 0%	4 2%	4 1%	1 0%	2 1%	1 1%	-	8 1%	5 1%	10 1%	3 1%
Eating alone	13 1%	6 1%	7 1%	10 1%	2 1%	-	3 1%	4 1%	-	1 1%	4 2%	7 1%	6 1%	9 1%	4 1%
Casual/ Don't have to dress up	13 1%	6 1%	7 1%	11 1%	1 1%	-	1 0%	3 1%	4 2%	3 2%	-	8 1%	4 1%	10 1%	3 1%
After work	12 1%	6 1%	5 1%	11 1%	1 0%	-	3 1%	5 2%	1 0%	2 1%	-	5 1%	6 1%	8 1%	3 1%
For breakfast	11 1%	3 0%	8 1%	11 1%	-	4 2%	3 1%	-	3 1%	-	-	7 1%	4 1%	8 1%	2 0%
When I'm tired	10 1%	4 0%	7 1%	9 1%	1 0%	2 1%	1 0%	2 1%	2 1%	3 1%	1 0%	8 1%	3 0%	5 0%	5 1%
For a treat	8 1%	2 0%	6 1%	8 1%	-	-	1 0%	2 1%	3 1%	1 1%	-	8 1%	-	7 1%	1 0%
When I'm hungry	8 0%	6 1%	2 0%	6 0%	2 1%	2 1%	2 1%	3 1%	-	1 1%	-	3 0%	5 1%	4 0%	4 1%
Availability	8 0%	3 0%	4 1%	7 0%	1 0%	-	2 1%	1 0%	2 1%	-	3 1%	4 0%	4 1%	5 0%	2 0%
At work	5 0%	2 0%	3 0%	5 0%	-	-	1 0%	4 1%	-	-	-	3 0%	2 0%	5 0%	-
Nothing to eat at home	1 0%	-	1 0%	1 0%	-	-	1 0%	-	-	-	-	-	1 0%	1 0%	-
Other	245 15%	110 14%	136 16%	221 16%	24 11%	31 15%	56 15%	59 17%	37 16%	28 14%	34 13%	141 15%	103 16%	179 16%	65 13%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC103 (CONTINUED)
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		SEX		RACE		AGE						MARITAL STATUS		HEAD OF HOUSEHLD	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED	YES	NO
Don't Know	27 2%	7 1%	20 2%	17 1%	11 5%	6 3%	9 2%	-	3 1%	1 1%	8 3%	19 2%	9 1%	14 1%	14 3%
None	43 3%	19 2%	24 3%	37 3%	5 2%	3 1%	8 2%	8 2%	3 1%	3 2%	18 7%	19 2%	24 4%	31 3%	13 3%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC104
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR	FRI	SAT.	SUN
UNWEIGHTED TOTAL	1000	350	555	91	398	324	206	419	103	161	163	132	121	96	131	196
WEIGHTED TOTAL	1615 100%	470 100%	866 100%	275 100%	571 100%	525 100%	404 100%	674 100%	173 100%	236 100%	258 100%	219 100%	220 100%	197 100%	219 100%	266 100%
For a night out/ weekend evenings	238 15%	53 11%	130 15%	53 19%	85 15%	92 17%	45 11%	86 13%	12 7%	39 17%	36 14%	35 16%	32 15%	26 13%	23 11%	45 17%
Cheaper	231 14%	70 15%	143 16%	17 6%	80 14%	65 12%	67 17%	108 16%	27 16%	51 21%	44 17%	24 11%	28 13%	23 12%	25 11%	36 13%
More convenient	215 13%	73 16%	119 14%	22 8%	76 13%	77 15%	44 11%	73 11%	19 11%	41 17%	40 15%	38 17%	14 6%	23 12%	33 15%	26 10%
When I'm in a hurry/ Busy schedule/ Time factor	186 12%	71 15%	94 11%	22 8%	85 15%	54 10%	38 9%	66 10%	23 13%	27 11%	39 15%	24 11%	17 8%	27 14%	22 10%	30 11%
Anniversarys/ Birthdays/ Celebrations	150 9%	28 6%	84 10%	39 14%	37 6%	49 9%	52 13%	70 10%	23 13%	25 10%	18 7%	19 9%	13 6%	26 13%	21 9%	29 11%
Don't feel like cooking	146 9%	48 10%	69 8%	29 10%	57 10%	43 8%	31 8%	62 9%	20 11%	20 8%	28 11%	18 8%	21 10%	5 3%	30 14%	24 9%
With friend/ Guests	122 8%	34 7%	65 8%	23 8%	31 5%	34 6%	49 12%	44 7%	23 13%	19 8%	23 9%	10 5%	9 4%	25 13%	19 9%	16 6%
Family outings	113 7%	34 7%	59 7%	19 7%	37 6%	39 7%	36 9%	65 10%	16 9%	15 7%	19 7%	7 3%	22 10%	18 9%	6 3%	25 9%
Better food/ Quality food	112 7%	20 4%	70 8%	21 8%	35 6%	41 8%	28 7%	42 6%	13 8%	24 10%	14 5%	12 5%	21 9%	7 4%	19 9%	16 6%
When traveling/ Out of town	82 5%	36 8%	37 4%	9 3%	32 6%	31 6%	12 3%	28 4%	4 2%	9 4%	8 3%	18 8%	8 3%	10 5%	9 4%	22 8%
To relax/ Need a break	62 4%	26 5%	33 4%	4 1%	26 5%	23 4%	12 3%	30 5%	2 1%	7 3%	15 6%	17 8%	4 2%	10 5%	6 3%	5 2%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC104 (CONTINUED)
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
When I'm shopping	59 4%	5 1%	35 4%	19 7%	15 3%	20 4%	21 5%	36 5%	3 1%	8 4%	4 2%	17 8%	8 4%	5 3%	8 4%	7 3%
Because of the kids/ Grandkids	56 3%	33 7%	21 2%	2 1%	31 5%	18 3%	3 1%	33 5%	4 2%	4 2%	3 1%	10 5%	7 3%	11 6%	11 5%	10 4%
Atmosphere	52 3%	10 2%	35 4%	6 2%	29 5%	10 2%	7 2%	21 3%	6 3%	8 4%	8 3%	2 1%	5 2%	7 4%	14 6%	9 3%
For lunch	44 3%	23 5%	18 2%	3 1%	23 4%	13 3%	5 1%	23 3%	3 2%	7 3%	3 1%	9 4%	3 2%	10 5%	10 4%	2 1%
For dinner	38 2%	19 4%	17 2%	2 1%	30 5%	6 1%	-	17 3%	2 1%	3 1%	8 3%	2 1%	8 4%	6 3%	3 2%	8 3%
Business	37 2%	23 5%	13 2%	-	20 3%	8 2%	2 0%	8 1%	1 1%	1 0%	8 3%	9 4%	3 1%	2 1%	9 4%	4 2%
For a variety	32 2%	12 3%	19 2%	-	13 2%	10 2%	9 2%	22 3%	1 1%	6 3%	3 1%	3 1%	6 3%	3 2%	8 4%	3 1%
Change of pace	31 2%	3 1%	19 2%	9 3%	10 2%	9 2%	12 3%	8 1%	-	2 1%	7 3%	7 3%	10 5%	-	4 2%	1 0%
We like to go there	31 2%	8 2%	16 2%	6 2%	5 1%	12 2%	12 3%	6 1%	4 2%	7 3%	1 0%	6 3%	5 2%	-	7 3%	5 2%
When we want good service	25 2%	5 1%	19 2%	-	8 1%	6 1%	8 2%	15 2%	1 1%	6 2%	3 1%	8 4%	5 2%	-	1 1%	2 1%
After church	23 1%	5 1%	13 2%	4 2%	10 2%	8 1%	5 1%	13 2%	1 1%	10 4%	1 1%	2 1%	4 2%	-	-	5 2%
Tired of fast food	22 1%	7 2%	14 2%	-	7 1%	8 2%	7 2%	11 2%	4 2%	3 1%	6 2%	1 0%	2 1%	4 2%	3 1%	3 1%
I like to be waited on/ Served	20 1%	7 1%	11 1%	3 1%	5 1%	6 1%	8 2%	6 1%	4 2%	2 1%	5 2%	4 2%	-	3 1%	1 1%	5 2%
On payday	19 1%	3 1%	11 1%	5 2%	3 0%	12 2%	5 1%	6 1%	5 3%	1 1%	1 0%	5 2%	5 2%	5 2%	2 1%	-

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC104 (CONTINUED)
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES	WED.	THUR.	FRI.	SAT.	SUN.
Spontaneous/ Spur of the moment	15 1%	8 2%	5 1%	3 1%	7 1%	9 2%	-	8 1%	-	1 0%	1 0%	3 1%	3 2%	-	2 1%	5 2%
Always	14 1%	4 1%	6 1%	3 1%	6 1%	3 0%	1 0%	3 0%	1 1%	3 1%	2 1%	1 0%	1 0%	5 2%	-	2 1%
Late at night	13 1%	4 1%	9 1%	-	3 1%	6 1%	3 1%	4 1%	3 2%	2 1%	2 1%	2 1%	2 1%	-	-	5 2%
Eating alone	13 1%	7 1%	6 1%	-	7 1%	3 1%	3 1%	4 1%	3 2%	1 0%	-	1 0%	2 1%	4 2%	-	4 2%
Casual/ Don't have to dress up	13 1%	3 1%	8 1%	1 1%	3 1%	8 2%	1 0%	7 1%	-	1 1%	3 1%	1 1%	-	3 2%	1 0%	2 1%
After work	12 1%	3 1%	5 1%	4 2%	3 0%	6 1%	3 1%	5 1%	-	2 1%	1 0%	4 2%	1 0%	2 1%	-	2 1%
For breakfast	11 1%	1 0%	7 1%	2 1%	6 1%	1 0%	4 1%	5 1%	3 2%	5 2%	-	3 1%	1 0%	-	2 1%	-
When I'm tired	10 1%	6 1%	4 0%	-	6 1%	5 1%	-	7 1%	-	1 0%	3 1%	-	-	2 1%	-	5 2%
For a treat	8 1%	6 1%	2 0%	-	6 1%	1 0%	1 0%	6 1%	-	1 0%	3 1%	3 1%	-	1 1%	-	-
When I'm hungry	8 0%	2 0%	4 0%	2 1%	4 1%	2 0%	2 0%	1 0%	1 1%	2 1%	-	4 2%	1 1%	-	1 0%	-
Availability	8 0%	1 0%	5 1%	2 1%	2 0%	2 0%	4 1%	3 0%	1 1%	-	-	-	4 2%	-	2 1%	2 1%
At work	5 0%	4 1%	1 0%	-	3 1%	2 0%	-	3 0%	-	-	-	-	1 0%	-	-	4 2%
Nothing to eat at home	1 0%	1 0%	-	-	-	1 0%	-	1 0%	-	-	-	-	-	-	-	1 0%
Other	245 15%	53 11%	141 16%	50 18%	87 15%	90 17%	59 14%	109 16%	27 15%	34 14%	34 13%	31 14%	34 16%	37 19%	37 17%	38 14%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC104 (CONTINUED)
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT WEEKDAY					DAY OF WEEK ASKED ABOUT WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
Don't Know	27 2%	4 1%	18 2%	5 2%	9 2%	7 1%	7 2%	16 2%	4 2%	7 3%	6 2%	1 1%	4 2%	1 1%	5 2%	4 2%
None	43 3%	9 2%	19 2%	14 5%	14 2%	6 1%	11 3%	8 1%	16 9%	3 1%	12 5%	1 0%	16 7%	7 4%	4 2%	-

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC105
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC
UNWEIGHTED TOTAL	1000	247	53	194	250	156	94	314	209	105	189	47	142
WEIGHTED TOTAL	1615 100%	407 100%	77 100%	331 100%	400 100%	248 100%	152 100%	486 100%	323 100%	162 100%	322 100%	84 100%	237 100%
For a night out/ weekend evenings	238 15%	66 16%	8 11%	58 17%	53 13%	28 11%	25 16%	73 15%	45 14%	28 17%	46 14%	13 15%	33 14%
Cheaper	231 14%	59 14%	13 17%	46 14%	56 14%	42 17%	14 9%	57 12%	36 11%	21 13%	59 18%	12 14%	48 20%
More convenient	215 13%	56 14%	9 11%	48 14%	58 14%	35 14%	22 15%	64 13%	45 14%	19 11%	36 11%	13 15%	24 10%
When I'm in a hurry/ Busy schedule/ Time factor	186 12%	43 11%	12 16%	31 9%	58 14%	33 13%	25 16%	46 9%	25 8%	21 13%	40 12%	11 12%	29 12%
Anniversarys/ Birthdays/ Celebrations	150 9%	36 9%	3 4%	33 10%	39 10%	22 9%	17 11%	59 12%	28 9%	31 19%	17 5%	6 8%	11 4%
Don't feel like cooking	146 9%	51 13%	10 13%	41 12%	31 8%	17 7%	14 9%	33 7%	27 8%	7 4%	31 10%	9 11%	21 9%
With friend/ Guests	122 8%	22 5%	7 9%	15 5%	23 6%	14 6%	9 6%	48 10%	31 10%	17 10%	29 9%	1 1%	28 12%
Family outings	113 7%	18 5%	4 6%	14 4%	36 9%	27 11%	9 6%	40 8%	25 8%	15 9%	18 6%	3 3%	15 6%
Better food/ Quality food	112 7%	33 8%	2 3%	31 9%	25 6%	18 7%	7 4%	38 8%	28 9%	10 6%	16 5%	7 8%	8 4%
When traveling/ Out of town	82 5%	23 6%	2 3%	21 6%	19 5%	6 2%	13 8%	16 3%	14 4%	2 1%	24 7%	10 12%	14 6%
To relax/ Need a break	62 4%	10 3%	3 4%	8 2%	20 5%	11 5%	8 5%	12 2%	4 1%	8 5%	21 6%	8 10%	12 5%
When I'm shopping	59 4%	22 5%	2 3%	20 6%	24 6%	10 4%	14 9%	10 2%	9 3%	1 1%	3 1%	2 2%	1 0%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC105 (CONTINUED)
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
Because of the kids/ Grandkids	56 3%	16 4%	5 6%	12 3%	12 3%	9 4%	2 2%	18 4%	13 4%	5 3%	10 3%	3 3%	8 3%
Atmosphere	52 3%	13 3%	-	13 4%	6 1%	2 1%	3 2%	18 4%	11 3%	7 4%	16 5%	10 12%	5 2%
For lunch	44 3%	4 1%	2 3%	2 1%	12 3%	6 3%	5 3%	13 3%	9 3%	4 3%	16 5%	1 2%	15 6%
For dinner	38 2%	9 2%	6 7%	4 1%	8 2%	6 3%	2 1%	8 2%	7 2%	1 1%	12 4%	2 3%	10 4%
Business	37 2%	10 3%	-	10 3%	5 1%	4 2%	1 1%	6 1%	5 2%	1 1%	15 5%	-	15 6%
For a variety	32 2%	3 1%	-	3 1%	11 3%	8 3%	3 2%	10 2%	5 2%	5 3%	7 2%	-	7 3%
Change of pace	31 2%	9 2%	1 1%	8 2%	5 1%	5 2%	-	7 1%	3 1%	3 2%	11 3%	7 8%	4 2%
We like to go there	31 2%	7 2%	1 1%	6 2%	7 2%	7 3%	-	11 2%	10 3%	2 1%	6 2%	3 4%	3 1%
When we want good service	25 2%	3 1%	-	3 1%	9 2%	8 3%	1 1%	6 1%	5 2%	1 1%	7 2%	2 2%	5 2%
After church	23 1%	4 1%	-	4 1%	5 1%	5 2%	-	11 2%	5 2%	6 4%	2 1%	1 2%	1 0%
Tired of fast food	22 1%	3 1%	-	3 1%	5 1%	2 1%	3 2%	10 2%	9 3%	1 1%	4 1%	1 1%	3 1%
I like to be waited on/ Served	20 1%	5 1%	-	5 1%	7 2%	5 2%	3 2%	6 1%	5 2%	1 1%	2 0%	-	2 1%
On payday	19 1%	5 1%	5 6%	-	2 0%	2 1%	-	3 1%	3 1%	-	10 3%	1 1%	9 4%
Spontaneous/ Spur of the moment	15 1%	6 2%	4 6%	2 1%	2 1%	1 0%	1 1%	7 1%	7 2%	-	-	-	-

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CfMC105 (CONTINUED)
QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT	PAC
Always	14 1%	5 1%	-	5 1%	2 1%	2 1%	-	3 1%	3 1%	-	3 1%	-	3 1%
Late at night	13 1%	3 1%	2 2%	1 0%	4 1%	3 1%	2 1%	2 0%	1 0%	1 1%	4 1%	-	4 2%
Eating alone	13 1%	4 1%	-	4 1%	1 0%	-	1 1%	5 1%	4 1%	1 1%	2 1%	-	2 1%
Casual/ Don't have to dress up	13 1%	2 0%	-	2 1%	6 1%	3 1%	3 2%	3 1%	3 1%	-	2 1%	-	2 1%
After work	12 1%	1 0%	-	1 0%	2 1%	2 1%	-	4 1%	2 1%	2 1%	5 1%	-	5 2%
For breakfast	11 1%	4 1%	3 4%	1 0%	5 1%	4 2%	1 1%	1 0%	1 0%	-	-	-	-
When I'm tired	10 1%	3 1%	-	3 1%	2 0%	-	2 1%	1 0%	-	1 1%	5 1%	-	5 2%
For a treat	8 1%	1 0%	-	1 0%	4 1%	2 1%	1 1%	-	-	-	3 1%	-	3 1%
When I'm hungry	8 0%	2 1%	-	2 1%	2 1%	1 0%	1 1%	2 0%	2 1%	-	2 0%	-	2 1%
Availability	8 0%	2 1%	-	2 1%	-	-	-	4 1%	3 1%	1 1%	2 0%	-	2 1%
At work	5 0%	1 0%	-	1 0%	1 0%	1 0%	-	2 0%	1 0%	1 1%	1 0%	-	1 0%
Nothing to eat at home	1 0%	1 0%	1 1%	-	-	-	-	-	-	-	-	-	-
Other	245 15%	64 16%	7 9%	57 17%	68 17%	45 18%	22 15%	80 16%	56 17%	24 15%	34 11%	12 15%	22 9%
Don't Know	27 2%	1 0%	-	1 0%	4 1%	3 1%	1 1%	12 2%	7 2%	5 3%	10 3%	3 3%	8 3%

TAB DATE: APRIL, 1991
RUN DATE: 10 MAY 1991

CIMC105 (CONTINUED)

QN15: Under what circumstances are you more likely to go to moderately-priced family restaurants to eat rather than another kind of restaurant? (Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
None	43 3%	9 2%	-	9 3%	4 1%	3 1%	1 1%	19 4%	17 5%	2 1%	11 3%	-	11 5%

QUESTIONNAIRE

Now, we would like to ask you about your satisfaction with various aspects of fast food and moderately-priced family style restaurants.

[First time (50%), ask #10-#12 first; next time (50%), ask #13-#15 first]

11. Thinking of fast-food restaurants you know about; by fast-food restaurants, we mean those where you order your food at a counter, but are not served at a table by a waitress or a waiter; using a scale of one through five, where "5" means you are very satisfied (VS), and "1" means very dissatisfied (VD), how satisfied are you with the (read and rotate A-K) at fast-food restaurants.

A. Cleanliness:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

B. Food quality:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

C. Variety of food and beverages offered:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

D. Speed of service:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

E. Atmosphere:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

F. Location being convenient:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

G. Price paid for value received:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

11. (Continued:)

H. Convenience of not having to prepare the food:

VD				VS	(DK)	(RF)
1	2	3	4	5	6	7

I. Attitude of servers:

VD				VS	(DK)	(RF)
1	2	3	4	5	6	7

J. Food consistency from visit to visit:

VD				VS	(DK)	(RF)
1	2	3	4	5	6	7

K. Hours of operation:

VD				VS	(DK)	(RF)
1	2	3	4	5	6	7

11 A. On the average, about how often do you usually go to fast-food places? Would you say (read 1-6)?

1 More than once a week
2 About once a week
3 Once every two or three weeks
4 About once a month
5 Less often than once a month, OR
6 Never
7 (DK)
8 (Refused)

12. Under what circumstances are you more likely to go to a fast-food place to eat rather than another kind of restaurant? (Probe:) What other circumstances? (Open ended) (Probe for three responses)

01 Other (list)
02 (DK)
03 (Refused)
04 None
05 HOLD

______________________ 1st Resp: ___ ___

______________________ 2nd Resp: ___ ___

______________________ 3rd Resp: ___ ___

13. Thinking of moderately-priced family restaurants you know about; just so we'll be talking about the same thing, moderately-priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above eight dollars; using a scale of one through five, where "5" means you are very satisfied (VS), and "1" means very dissatisfied (VD), how satisfied are you with the (read and rotate A-K) at moderately-priced family restaurants.

A. Cleanliness:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

B. Food quality:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

C. Variety of food and beverages offered:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

D. Speed of service:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

E. Atmosphere:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

F. Location being convenient:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

G. Price paid for value received:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

H. Convenience of not having to prepare the food:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

I. Attitude of servers:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

J. Food consistancy from visit to visit:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

K. Hours of operation:

VD				VS	(DK)	(RF)	
1	2	3	4	5	6	7	____

14. On the average, about how often do you usually go to moderately-priced family restaurants? Would you say (read 1-6)?

1 More than once a week
2 About once a week
3 Once every two or three weeks
4 About once a month
5 Less often than once a month, OR
6 Never
7 (DK)
8 (Refused) ____

15. Under what circumstances are you more likely to go to a moderately-priced family restaurant to eat rather than another kind of restaurant? (Probe:) What other circumstances? (Open ended) (Probe for three responses)

01 Other (list)
02 (DK)
03 (Refused)
04 None
05 HOLD

____________________ 1st Resp: ____ ____

____________________ 2nd Resp: ____ ____

____________________ 3rd Resp: ____ ____

COMPOSITION OF THE SAMPLE

COMPOSITION OF THE SAMPLE

	Percent
Sex	
Male	48%
Female	52
	100
Age	
18-24 years	13%
25-34 years	24
35-44 years	21
45-54 years	14
55-64 years	12
65 and older	16
	100
Annual Household Income	
$40,000 and over	35%
$20,000-$39,999	33
Under $20,000	25
Undesignated	7
	100
Education	
College	29%
High school graduate	54
Less than high school graduate	17
Undesignated	*
	100%

* Less than 1% mention

Region		Percent
East		25%
New England:	Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut	5
Middle Atlantic:	New York, New Jersey Pennsylvania, Maryland, Delaware, West Virginia, District of Columbia	20
Midwest		25%
East Central:	Ohio, Michigan, Indiana Illinois	15
West Central:	Wisconsin, Minnesota, Iowa, Missouri, North Dakota, Nebraska, Kansas, South Dakota	10
South		30%
Southeast:	Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi	20
Southwest:	Arkansas, Louisiana, Oklahoma, Texas	10
West		20%
Rocky Mountain:	Montana, Arizona, Colorado, Idaho, Utah, Nevada, New Mexico, Wyoming	5
Pacific	California, Oregon, Washington	15 %
		100 %

We're glad you're here!™

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1200 Seventeenth Street, N.W.
Washington, DC 20036-3097